

Chrysler de Mexico Reports Sales of 6,319 Units During September 2014

- Jeep® sales surged 36 percent versus September 2013
- Chrysler 200 grew 80 percent over last year
- Jeep Cherokee sold 421 units
- Jeep Patriot powers to a 19 percent increase over September 2013 sales
- Dodge Durango posted double-digit percentage sales increase in September 2014
- Dodge Charger and Dodge Challenger marked a sales record during September 2014
- Fiat 500 sales increased 64 percent versus September 2013; best September since its launch

October 1, 2014, Mexico City - All our brands have one thing in common, quality. Each vehicle offers customers a lifestyle, a great drive experience, innovative technology and an excellent performance. Our portfolio keeps increasing in order to satisfy customers' needs.

Today, Chrysler de Mexico announced sales of 6,319 units for the month of September 2014.

"Jeep® brand and Ram brand sales grew 36 percent and 2 percent, respectively, leading to Chrysler de Mexico's positive sales report," said Bruno Cattori, President and CEO of Chrysler de Mexico. "Jeep brand sales were powered by the Jeep Patriot, Wrangler, Cherokee and Grand Cherokee while the Ram sales were boosted by the Ram Crew Cab and Ram 4000.

"The success of this Company is based on its quality products, its exceptional and awarded craftsmanship interiors, its extensive lineup, which covers all segments, and its awarded engines. In order to continue satisfying our clients' needs, this year we launched the Jeep Cherokee, Chrysler 200 and the new Ram 750, which has started to arrive in dealerships. The vehicle provides best-in-class cargo area capacity, as well as a segment-exclusive Club Cab. These features differentiate our truck from its competitors. The Ram 750 expands our Ram lineup and reaches the commercial segment in the market."

Chrysler Brand

Last month, Chrysler brand reported sales of 291 units. Chrysler 200 continues to attract new customers, reporting sales of 119 units.

In September, the [Chrysler 200 Factory Tour](#) launched. This interactive, online experience using Google Maps Business View technology takes consumers inside the Sterling Heights Assembly Plant (SHAP) for a first-of-its-kind virtual tour as we build the all-new 2015 Chrysler 200.

Jeep Brand

Jeep brand sales totaled 1,996 vehicles, a 36 percent increase compared to the prior year. Jeep Patriot sales grew 19 percent. The Jeep Wrangler sales rose 28 percent compared to September 2013. Jeep Grand Cherokee and Jeep Cherokee reached sales of 420 units and 421 units, respectively.

Dodge Brand

Dodge brand sales remain strong. Dodge Durango sales were up 53 percent. Dodge Charger reached a 114 percent increase in sales volume; best September since 2009. The Dodge Challenger experienced an increase of 21 percent compared to September 2013, marking its best September since its launch. Dodge Journey sold 740 units during September 2014.

Ram Truck Brand

Ram brand's sales results in September 2014 were 2 percent better than in September 2013. Ram 4000 registered a growth of 11 percent versus September 2013. Ram Crew Cab sales improved 6 percent compared to September 2013.

FIAT and Alfa Romeo Brands

The FIAT and Alfa Romeo brands sold 637 units in September 2014. Fiat 500 reported sales gains of 64 percent; best September since its launch.

About FCA México

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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