

## **Chrysler Canada Announces 2008 Calendar Year Sales Results**

- Solid calendar year sales of 222,996; second best results in last five years
- Dodge Ram sets all-time sales record of 42,736 units
- Dodge Grand Caravan sales up 30 per cent in 25th Anniversary Year

January 4, 2009, Windsor, Ontario -

Chrysler Canada today announced calendar year sales for 2008 of 222,996, compared to 232,859 in 2007. For the month of December, Chrysler Canada sold 12,294 (December 2007: 19,130).

"Chrysler Canada had achieved 23 consecutive months of year-to-year sales increases until the credit crisis essentially eliminated various financing options for our customers starting in the month of July," said Reid Bigland, President and CEO of Chrysler Canada. "In spite of the challenges experienced in the second half of the year, we are proud of the solid sales results we generated. Our value-oriented product range is well-suited to the current environment and will drive market response as consumer confidence returns."

Chrysler Canada launched three all-new vehicles in 2008, and boasts one of the youngest product portfolios in the country. The launches of the Dodge Ram 1500, the Dodge Challenger, and the Dodge Journey attracted considerable consumer interest and generated strong sales. Chrysler Canada's 2009 product line-up is one of its most fuel-efficient ever, offering six vehicles achieving 40 miles per gallon (mpg) or higher, and 20 vehicles reaching over 30 mpg.

### 2008 Calendar Year Sales Highlights

The award-winning Dodge Ram truck set an all-time sales record with 42,736 units (including cab chassis) compared to last year's figure of 42,467. Sales of the Dodge Ram 1500 were up 13 per cent over 2007, reaching 25,268 units (2007: 22,363).

Chrysler's Minivans celebrated their 25th anniversary in 2008, and combined Dodge Grand Caravan and Chrysler Town & Country sales grew 39 per cent over the previous year. Dodge Grand Caravan sales increased 30 per cent compared to 2007, for a total of 39,396 (2007: 30,258). Sales of the Chrysler Town & Country more than tripled in 2008 compared to the previous year, from 1,531 to 4,865.

Total Jeep® brand vehicle sales grew six per cent over 2007, reaching 50,710 units (2007: 47,693). The legendary Jeep Wrangler contributed significantly to this success, with sales of 12,137 units for an increase of 23 per cent compared to 2007 results of 9,834.

Chrysler Canada vehicles offered with the fuel-efficient four-cylinder World Engine recorded significant sales increases versus 2007. The Dodge Caliber, Jeep Compass, and Jeep Patriot "trio" gained 11 per cent over 2007, recording sales of 42,803 (2007: 38,411). The Dodge Avenger was also up 11 percent in 2008, and Chrysler Sebring convertible was up 81 per cent. The all-new Dodge Journey, launched during 2008, generated sales of 11,817 and was the best-selling crossover in Canada in six of the past eight months.

### January Incentive Program

Chrysler Canada announced a new incentive plan to stimulate sales in the new year. This program allows customers to make no payments for 90 days, plus offers zero per cent purchase financing for 60 months on nearly every vehicle in the Chrysler Canada showroom.

"The timing couldn't be better for our new 'No Payments for 90 Days' Program," said Dave Buckingham, Vice

President of Sales. "Holiday spending generally puts the squeeze on everyone's pocketbooks, and our incentive allows consumers to get back on budget, but still start the new year with a brand new vehicle."

Industry-leading cash discounts are also available on most models, including up to \$12,250 on the 2008.5 Jeep Grand Cherokee diesel, \$10,000 on the 2009 Chrysler 300, \$9,000 on the 2008 Dodge Dakota and \$6,700 on the 2009 Dodge Grand Caravan 25th Anniversary Edition, which provides \$1,400 of additional content at no extra charge. Chrysler Canada offers Canadians a selection of 12 vehicles for under \$20,000, including the 2009 Dodge Caliber at its lowest price ever - \$12,995. Other vehicles available for under \$20,000 are the Dodge Dakota, Dodge Charger, Dodge Avenger, Dodge Journey, Dodge Grand Caravan, Jeep Compass, Jeep Patriot, Jeep Wrangler, Chrysler PT Cruiser, Chrysler Sebring Sedan and Chrysler Sebring Convertible.

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