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Chrysler Group LLC Reports July 2009 U.S. Sales Increases

- Chrysler Group LLC total sales up 30 percent compared with previous month
- Five vehicles set new monthly sales records for July
- Jeep® Patriot sales increase 134 percent compared with previous year
- Dodge Caliber sales up 63 percent versus July 2008
- Chrysler PT Cruiser sales up 24 percent compared with previous year
- Mopar® posted a U.S. sales increase of 9 percent compared with June 2009
- U.S. Government "CARS" program and Chrysler Group incentive program drives consumers to Chrysler, Jeep and Dodge dealers

August 2, 2009, Auburn Hills, Mich. -

Chrysler Group LLC today reported a 30 percent sales increase compared with June 2009. Consumer traffic in Chrysler, Jeep® and Dodge dealerships more than doubled the last week in July compared with the same time period in 2008. The increased consumer traffic was driven by interest in the U.S. Government CARS program, more commonly known as "Cash for Clunkers" and Chrysler Group's easy-to-understand incentive program.

"The government's program is doing what it is designed to do—spur consumers to trade in older gas guzzlers for new, fuel-efficient vehicles," said Peter Fong, President and Chief Executive Officer—Chrysler Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. "While we don't expect the industry sales forecast to change dramatically, we are seeing encouraging signs that consumer confidence is building, and more consumers are considering purchasing a new vehicle."

Chrysler Group LLC reported total U.S. sales for July 2009 of 88,900 units, an increase of 30 percent versus June 2009. Compared with the same time period in 2008, sales decreased 9 percent. Retail sales for July 2009 were 76,693 units. On July 27, the Company restarted production at nine of its 11 manufacturing facilities. Overall industry figures for July 2009 are projected to come in at an estimated 11.2 million SAAR.

"The new-vehicle sales market got a shot in the arm the last week of July," said Steven Beahm, Vice President—Sales Organization, Chrysler Group LLC. "As a result of customers visiting their local Chrysler, Jeep or Dodge dealer, largely based on the news of the CARS program, retail sales of Chrysler Group small cars were up 52 percent compared with July 2008 and 106 percent versus June 2009."

The company finished the month with 136,734 units in inventory, representing a 40-day supply. Inventory is down 68 percent versus June 2008 when it totaled 409,331 units.

"We've been working towards a 'pull' system by reducing our inventory, and levels are now at their lowest point in years," Beahm added. "Consumer demand is increasing, our vehicles have the best quality in the history of the company and our manufacturing plants are running at full production to fulfill customer orders."

July Brand Sales Highlights

- Dodge Journey, Avenger and Caliber and Jeep Patriot and Compass registered their best July sales ever
- Jeep Patriot sales increased 134 percent (8,059 units) compared with July 2008 and 192 percent versus the previous month

- Jeep Compass sales were up 95 percent (2,727 units) versus July 2008 and 183 percent compared with the previous month
- Dodge Caliber sales were up 63 percent (7,718 units) compared with July 2008 and 121 percent versus the previous month
- Dodge Avenger sales increased 30 percent versus July 2008 (5,022 units) and 143 percent compared with the previous month
- Dodge Grand Caravan sales increased 37 percent versus July 2008 and 44 percent compared with prior month
- Chrysler PT Cruiser sales were up 24 percent (2,377 units) compared with July 2008 and 271 percent versus June 2009
- Mopar® posted a U.S. sales increase of 9 percent in July compared with June 2009, which follows a month-over-month sales increase of 8 percent in June 2009
- Through July 2009, Mopar has launched 200 new Authentic Accessories & Performance Parts

Incentives

Demand for Chrysler, Jeep and Dodge vehicles and consumer traffic continues to increase, reaching a high point for the year in July.

“Customers love our summer events, and as the 2009 model year comes to an end, the company resumes its ‘Summer Clearance’ event, offering consumers great vehicles with competitive prices and attractive financing,” said Beahm.

In conjunction with the U.S. Government’s CARS program, “Summer Clearance” resumes Aug. 4, 2009, at Chrysler, Jeep and Dodge dealerships across the United States. Chrysler Group LLC will offer zero percent financing for up to 72 months through GMAC Financial Services on select 2009 model vehicles, or up to \$4,500 Consumer Cash to all consumers, regardless of if they have a trade-in vehicle. These incentives are valid through Aug. 31, 2009. “Everyone shopping for a new car or truck still qualifies for an incentive of up to \$4,500—even if they don’t have a vehicle that qualifies under the U.S. Government’s program,” Beahm added.

July 24, 2009 marked the start of the U.S. Government’s Car Allowance Rebate Systems (CARS) program, which offers a government credit of either \$3,500 or \$4,500 for trading in an inefficient vehicle that is not more than 25 years old for the purchase of a new vehicle. The amount of the credit is determined based on the fuel-economy improvement between the turn-in vehicle and the new vehicle purchased.

Chrysler Group offers consumers 35 Chrysler, Jeep and Dodge vehicles from which to choose at almost 2,400 Chrysler, Jeep and Dodge dealerships located across the United States.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Mopar and Global Electric Motors (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler’s culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat’s complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC’s product lineup features some of the world’s most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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Chrysler Group LLC U.S. Sales Summary Thru July 2009

Model	Month Sales		Vol %	Sales CYTD		Vol %
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	Change
			Change			
Sebring	2,781	3,816	-27%	13,466	51,838	-74%
300	2,292	3,818	-40%	21,591	43,832	-51%
Crossfire	37	197	-81%	355	1,291	-73%
PT Cruiser	4,092	3,297	24%	12,683	36,127	-65%
Aspen	402	1,213	-67%	5,365	14,446	-63%
Pacifica	108	447	-76%	1,835	4,642	-60%
Town & Country	6,837	8,070	-15%	50,574	75,876	-33%
CHRYSLER BRAND	16,549	20,858	-21%	105,869	228,052	-54%
Compass	2,736	1,401	95%	8,498	19,794	-57%
Patriot	8,084	3,451	134%	21,582	40,135	-46%
Wrangler	4,540	6,093	-25%	53,430	52,536	2%
Liberty	2,874	3,766	-24%	26,579	44,676	-41%
Grand Cherokee	3,520	5,239	-33%	26,610	48,032	-45%
Commander	522	2,755	-81%	6,025	19,068	-68%
JEEP BRAND	22,276	22,705	-2%	142,724	224,241	-36%
Caliber	7,814	4,807	63%	25,121	63,918	-61%
Avenger	5,616	4,318	30%	20,354	45,771	-56%
Charger	2,663	5,475	-51%	32,124	64,000	-50%
Challenger	886	2,895	-69%	15,968	3,990	300%
Viper	20	88	-77%	329	682	-52%
Magnum	0	345	-100%	113	6,594	-98%
Dakota	730	2,593	-72%	7,473	19,972	-63%
Ram P/U	17,723	21,328	-17%	112,239	150,272	-25%
Journey	4,165	3,449	21%	30,114	26,180	15%
Caravan	8,405	6,115	37%	50,152	81,920	-39%
Durango	233	384	-39%	3,060	15,293	-80%
Nitro	1,115	1,651	-32%	11,000	25,549	-57%
Sprinter	705	1,098	-36%	3,457	9,501	-64%
DODGE BRAND	50,075	54,546	-8%	311,504	513,642	-39%
TOTAL CHRYSLER GROUP LLC	88,900	98,109	-9%	560,097	965,935	-42%

TOTAL CAR	22,109	25,839	-14%	129,423	282,986	-54%
TOTAL TRUCK	66,791	72,270	-8%	430,674	682,949	-37%
Selling Days	26	26		178	179	

Global Sales Reporting & Analysis
August 3, 2009

Additional information and news from Stellantis are available at: [-###-
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