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## **Chrysler Group LLC Reports October 2009 U.S. Sales Increase Compared with September 2009**

- Sales increase 6 percent compared with September 2009
- Dodge Avenger posts year-over-year increase in sales of 13 percent
- Dodge Grand Caravan sales increase 8 percent compared with the same time period last year
- Chrysler Brand, led by the Chrysler Sebring, saw total sales increase 42 percent versus September 2009
- Six out of nine Dodge cars post total sales increases versus September 2009

November 2, 2009, Auburn Hills, Mich. -

Chrysler Group LLC today reported a 6 percent increase in total U.S. sales compared with September 2009. Chrysler and Dodge brands reported month-over-month increases.

Chrysler Group reported total U.S. sales for October of 65,803 units, an increase of 6 percent compared with September and a decrease of 30 percent compared with the same time period in 2008. The company finished the month with 159,428 units in inventory, representing a 68-day supply. Inventory is down 60 percent versus October 2008 when it totaled 395,996 units. Overall industry figures for October are projected to come in at an estimated 10.4 million SAAR.

"The industry showed signs of improvement this month with increasing sales, which is a trend we expect to continue for the remainder of the year," said Fred Diaz, President and Chief Executive Officer—Ram Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. "Chrysler Group expects to get its fair share of the increases as November and December traditionally are two of the best months for SUV sales, and the Jeep® brand offers customers the best SUVs in the marketplace."

### **October Brand U.S. Sales Highlights**

- Dodge Car Brand sales (26,265 units) increased 24 percent compared with September 2009
  - Six out of nine Dodge Car Brand vehicles posted sales increases compared with the previous month: Dodge Avenger, up 48 percent; Dodge Challenger, up 35 percent; Dodge Viper, up 47 percent; Dodge Journey, up 23 percent, Dodge Nitro up 26 percent and Dodge Grand Caravan, up 119 percent
  - Dodge Avenger and Dodge Grand Caravan post year-over-year sales increases of 13 percent and 8 percent respectively
- Chrysler Brand vehicles post a 42 percent increase (12,815 units) compared with September 2009
  - Chrysler Sebring sales (2,219 units) increased 75 percent versus September 2009
  - Chrysler Sebring Convertible sales increased 77 percent versus the previous month
- Ram Truck Brand saw Dakota sales increase 29 percent versus September
  - Production of the all-new 2010 Ram Heavy Duty pickup has begun, and trucks will start arriving in U.S. dealerships just in time for the holidays
- Three Jeep Brand vehicles saw retail sales increases in October compared with September 2009. The three vehicles are: Jeep Compass, Jeep Patriot and Jeep Commander
- Mopar U.S. net sales were down 6 percent compared with September 2009, reflecting challenging market conditions

- In October, Mopar announced hundreds of new products, including: live mobile TV with up to 20 channels and, for racing and off-road enthusiasts, new crate engines, long blocks and aluminum HEMI® engine blocks (December availability)
- The brand also announced the opening of the Mopar eStore later this month at [www.mopar.com](http://www.mopar.com), where consumers will have the opportunity to conveniently order parts and accessories online and have them delivered directly to their doorstep by the nearest dealer

### **Incentives**

Chrysler Group LLC today announced it was furthering its "Invest in America" partnership with more than 2,000 credit unions in the United States by offering preferred pricing on eligible Chrysler, Jeep, Dodge and Ram Truck vehicles through Nov. 30 to the more than 90 million credit union members.

In addition, Chrysler Group LLC announced the following incentives, valid through Nov. 30, 2009.

### **2010 Model Year Vehicles**

#### **Chrysler Brand:**

Chrysler brand announces a variety of incentive programs to fit almost any need offering consumers various combinations of attractive financing rates and consumer cash.

- Starting November 4, Chrysler offers attractive financing rates, including 0 percent interest for up to 48 months, along with a no-cost service/maintenance program for three years/36,000 miles
  - The no-cost maintenance program includes full mechanical coverage, most scheduled maintenance, including oil changes, roadside assistance, trip interruption and alternate transportation when the vehicle is being serviced. Consumers should visit their local Chrysler, Jeep and Dodge dealer for full details of the no-cost maintenance program
- Qualified consumers can choose low APR financing, including 0 percent for up to 48 months, on select 2010 model year vehicles through GMAC Financial Services, or consumer cash of up to \$2,500

#### **Jeep Brand:**

Beginning today, the Jeep brand announces the following incentives:

- Starting November 4, Jeep offers attractive financing rates, including 0 percent interest for up to 48 months, along with a no-cost service/maintenance program for three years/36,000 miles
- Qualified consumers can choose low APR financing, including 0 percent for up to 60 months or consumer cash of up to \$3,000
- Current Jeep vehicle owners also are eligible for \$500 Owner Loyalty Bonus Cash

#### **Dodge Car Brand:**

Dodge Car Brand is offering consumers:

- A combination of attractive financing rates as low as 0 percent for up to 48 months and consumer cash of up to \$1,000
- Low financing rates for qualified customers, including 0 percent financing for up to 48 months or consumer cash of up to \$2,000

#### **Ram Truck Brand:**

Ram Truck Brand is offering consumers:

- A combination of attractive financing rates as low as 0 percent for up to 48 months and consumer cash of up to \$1,000

Low financing rates for qualified customers, including 0 percent financing for up to 48 months or consumer cash of up to \$3,500

Chrysler, Jeep, Dodge and Ram dealers continue to offer competitive lease rates on all 2010 model year vehicles. Featured vehicles with special lease rates through Nov. 30, 2009 are: Chrysler Town & Country, Dodge Journey, Jeep Liberty and Wrangler and Ram 1500.

### **2009 Model Year Vehicles**

A limited number of 2009 model year Chrysler, Jeep, Dodge and Ram vehicles are available with a combination of consumer cash and attractive financing rates.

**Chrysler Group LLC U.S. Sales Summary Thru October 2009**

<u>Model</u>	<u>Month Sales</u>		<u>Vol % Change</u>	<u>Sales CYTD</u>		<u>Vol % Change</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>		<u>Curr Yr</u>	<u>Pr Yr</u>	
Sebring	2,548	3,772	-32%	19,979	65,200	-69%
300	2,914	3,415	-15%	32,236	55,222	-42%
Crossfire	0	253	-100%	499	1,819	-73%
PT Cruiser	135	3,145	-96%	16,895	45,490	-63%
Aspen	54	1,045	-95%	5,906	18,726	-68%
Pacifica	0	606	-100%	1,955	6,227	-69%
Town & Country	7,164	7,667	-7%	68,879	102,954	-33%
<b>CHRYSLER BRAND</b>	<b>12,815</b>	<b>19,903</b>	<b>-36%</b>	<b>146,349</b>	<b>295,638</b>	<b>-50%</b>
Compass	327	855	-62%	10,352	23,244	-55%
Patriot	1,148	3,252	-65%	26,744	50,596	-47%
Wrangler	5,305	6,292	-16%	70,350	71,427	-2%
Liberty	2,725	3,918	-30%	35,378	58,211	-39%
Grand Cherokee	3,256	5,638	-42%	43,146	62,971	-31%
Commander	739	1,405	-47%	9,582	24,059	-60%
<b>JEEP BRAND</b>	<b>13,500</b>	<b>21,360</b>	<b>-37%</b>	<b>195,552</b>	<b>290,508</b>	<b>-33%</b>
Caliber	583	4,438	-87%	30,397	78,507	-61%
Avenger	4,221	3,723	13%	31,552	57,551	-45%
Charger	4,864	6,255	-22%	50,974	86,475	-41%
Challenger	2,398	3,014	-20%	21,276	11,457	86%
Viper	28	87	-68%	395	959	-59%
Magnum	0	56	-100%	113	6,833	-98%
Journey	3,678	4,380	-16%	41,520	40,007	4%
Caravan	9,020	8,369	8%	73,932	110,767	-33%
Nitro	1,426	2,457	-42%	15,071	32,528	-54%
Durango	47	984	-95%	3,463	18,323	-81%
<b>DODGE BRAND</b>	<b>26,265</b>	<b>33,763</b>	<b>-22%</b>	<b>268,693</b>	<b>443,407</b>	<b>-39%</b>
Dakota	515	957	-46%	9,409	22,583	-58%
Ram P/U	12,262	17,626	-30%	155,467	213,684	-27%

Sprinter	446	921	-52%	5,849	12,229	-52%
<b>RAM BRAND</b>	<b>13,223</b>	<b>19,504</b>	<b>-32%</b>	<b>170,725</b>	<b>248,496</b>	<b>-31%</b>
<b>TOTAL CHRYSLER GROUP LLC</b>	<b>65,803</b>	<b>94,530</b>	<b>-30%</b>	<b>781,319</b>	<b>1,278,049</b>	<b>-39%</b>
<b>TOTAL CAR</b>	<b>17,556</b>	<b>25,014</b>	<b>-30%</b>	<b>187,423</b>	<b>365,115</b>	<b>-49%</b>
<b>TOTAL TRUCK</b>	<b>48,247</b>	<b>69,516</b>	<b>-31%</b>	<b>593,896</b>	<b>912,934</b>	<b>-35%</b>
<b>Selling Days</b>	28	27		257	257	

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