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Chrysler Group LLC Reports April 2010 U.S. Sales Increase of 25 Percent

- Increasing consumer confidence in Chrysler Group LLC propels the company to its best year-over-year percentage sales improvement since July 2005
- Steady month-over-month improvement in 2010 continues with strong April sales results
- Chrysler Brand sales increased 61 percent compared with the same time last year
- Dodge Brand sales are up 61 percent versus April 2009
- Dodge Challenger sets monthly sales record
- April's 'Minivan Event' drives sales of the Chrysler Town & Country (up 80 percent) and Dodge Grand Caravan (up 56 percent), minivan sales up a combined 68 percent

May 2, 2010, Auburn Hills, Mich. - Chrysler Group LLC today reported a U.S. sales increase of 25 percent, the best year-over-year percentage sales improvement for the company in almost five years. In addition, the company continued its trend of month-over-month sales increases in 2010, up 3 percent versus March 2010.

"April was a very positive month for Chrysler Group, with concrete results that highlight the company is on-track and gaining momentum," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for the Sales Organization. "Today we reported sales increased 25 percent compared with April 2009, building on the news from April 21 that the company posted an operating profit of \$143 million for the first quarter 2010."

Chrysler Group LLC reported total U.S. sales for April of 95,703 units, an increase of 25 percent versus April 2009 (76,682 units). Sales increased 3 percent compared with March 2010 (92,623 units). Chrysler Group finished the month with a 53-day supply of inventory (196,614 units), a 42 percent decline versus April 2009 (336,913 units). Overall, U.S. industry sales figures for April are projected at an estimated 11.5 SAAR.

"We are proud of our Chrysler, Jeep®, Dodge and Ram truck dealers, who supported the new company from day one," added Diaz. "They are as excited about our future as we are, and their enthusiasm is spreading to consumers, resulting in increasing showroom traffic and sales."

April U.S. Sales Highlights

- Dodge Brand sales (38,795 units) were up 61 percent compared with April 2009 (24,070 units)
- Dodge Challenger sales (3,713 units) increased 42 percent versus last year (2,619 units) and set a new monthly sales record for the Dodge Challenger
- Dodge Grand Caravan sales (10,435 units) improved 56 percent compared with the same time period last year (6,687 units)
- Dodge Avenger sales increased by triple digit percentages versus April 2009
- Dodge Charger sales increase 90 percent compared with the same time period last year
- Dodge Caliber sales (3,671 units) were up 44 percent compared with last year
- Dodge Nitro increased sales (1,536 units) 14 percent versus the same time period last year
- Chrysler Brand sales (22,386 units) increased 61 percent versus April 2009 (13,874 units)
- Chrysler Sebring (sedan and convertible) both posted triple digit percentage increases compared with April 2009
- Chrysler 300 sales (4,127 units) were up 40 percent versus last year (2,946 units)
- Chrysler Town & Country minivan sales (13,367 units) improved 80 percent compared with April 2009 (7,443 units)
- Jeep Compass sales (1,443 units) were up triple digits versus April 2009 (712 units)

- Jeep Patriot sales (2,404 units) improved 21 percent compared with last year (1,983 units)
- Jeep Liberty (3,490 units) sales increase six percent versus April 2009
- Dodge Dakota improved sales 36 percent versus April 2009
- Dodge Ram Heavy Duty pickup truck sales improved 13 percent compared with April 2009

"With competitively priced vehicles that customers want to purchase, the company was able to reduce incentive spending compared with last year, while posting improved sales," said Diaz. "But we aren't resting on this month's results. We are hungry to continue building on the sales improvements - we are just getting started."

Incentives

April incentives are valid through today, May incentives will be announced Tuesday, May 4.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (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 Truck. 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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Sales Chart

Chrysler Group LLC U.S. Sales Summary Thru April 2010

<u>Model</u>	<u>Month Sales</u>			<u>Sales CYTD</u>		<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	4,053	1,320	207%	14,589	6,956	110%
300	4,127	2,946	40%	14,066	12,703	11%
Crossfire	0	32	-100%	0	177	-100%
PT Cruiser	838	1,414	-41%	2,904	6,212	-53%
Aspen	1	550	-100%	28	3,806	-99%
Pacifica	0	169	-100%	0	1,139	-100%
Town & Country	13,367	7,443	80%	37,947	28,587	33%
CHRYSLER BRAND	22,386	13,874	61%	69,534	59,580	17%
Compass	1,443	712	103%	6,376	3,859	65%
Patriot	2,404	1,983	21%	10,040	8,386	20%
Wrangler	8,327	9,336	-11%	27,592	34,786	-21%
Liberty	3,490	3,301	6%	14,214	15,275	-7%
Grand Cherokee	3,393	3,600	-6%	19,304	15,987	21%
Commander						

	588	738	-20%	5,566	3,923	42%
JEEP BRAND	19,645	19,670	0%	83,092	82,216	1%
Caliber	3,671	2,544	44%	11,372	10,778	6%
Avenger	6,000	1,365	340%	15,669	9,918	58%
Charger	8,944	4,703	90%	27,652	21,890	26%
Challenger	3,713	2,619	42%	10,752	11,018	-2%
Viper	19	29	-34%	87	245	-64%
Magnum	0	5	-100%	0	77	-100%
Journey	4,475	4,436	1%	18,046	18,130	0%
Caravan	10,435	6,687	56%	31,872	30,267	5%
Nitro	1,536	1,351	14%	5,745	6,569	-13%
Durango	2	331	-99%	34	1,862	-98%
DODGE BRAND	38,795	24,070	61%	121,229	110,754	9%
Dakota	1,192	878	36%	4,186	5,235	-20%
Ram P/U	13,665	17,903	-24%	51,707	64,522	-20%
Sprinter	20	287	-93%	170	1,583	-89%
RAM BRAND	14,877	19,068	-22%	56,063	71,340	-21%
TOTAL DODGE	53,672	43,138	24%	177,292	182,094	-3%
TOTAL CHRYSLER GROUP LLC	95,703	76,682	25%	329,918	323,890	2%
TOTAL CAR	30,527	15,563	96%	94,187	73,764	28%
TOTAL TRUCK	65,176	61,119	7%	235,731	250,126	-6%
Selling Days	26	26		100	101	

Global Sales Reporting & Analysis

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