

Chrysler Canada Sales Up 8 per cent for February

- 15 consecutive months of year-over-year sales increases
- February records shattered for Ram truck (27 per cent over record), Dodge Grand Caravan (14 per cent over record) and Dodge Journey (up 64 per cent over record)
- All-new Jeep® Grand Cherokee sales up 65 per cent over last year
- First Fiat 500's arrive at dealerships

February 28, 2011, Windsor, Ontario - Chrysler Canada continues its positive growth trend, reporting February sales up 8 per cent over the same period, one year ago. This represents the company's fifteenth consecutive month of year-over-year sales increases. Total sales were 15,238 for the month, compared to 14,045 in February, 2010.

"With Canada's newest showroom, we also have one of Canada's most fuel-efficient lineups, which helped to propel our sales in February," said Reid Bigland, President and CEO, Chrysler Canada Inc. "Furthermore, at 55 mpg (5.1L/100km), our first highly-anticipated Fiat 500's have started to arrive in Canada ... and given where we are with fuel prices, the timing couldn't be better."

Sales Highlights

Chrysler Canada remains the only manufacturer to have three of the top 10 selling nameplates in February with Dodge Grand Caravan, Ram Pickup and Dodge Journey.

For the month of February, records were shattered for Ram truck sales which are up 27 per cent over the record. Dodge Grand Caravan remains Canada's best-selling minivan with sales up 14 per cent over the record.

Dodge Journey remains Canada's best-selling crossover among more than 30 nameplates in the category with sales up 63 per cent from its previous sales record.

The all-new Jeep® Grand Cherokee saw a year-over-year increase of 65 per cent for the month.

"Feedback from our Ram Heavy-Duty customers to the news we now boast unsurpassed torque and best-in-class towing has been overwhelmingly positive," said Dave Buckingham, Vice President Sales, Chrysler Canada Inc., "It is this class supremacy that keeps Ram truck sales strong, as evidenced by a 43 per cent increase this month."

February Sales	February 2011	February 2010	% Change
Total Volume	15,238	14,045	8%

Model	February 2011	February 2010	% Change	
Highlights				
Dodge Grand Caravan	4,699	4,138	14%	Record February Sales
Ram Pick-up	4,281	3,001	43%	Record February Sales
Dodge Journey	2,365	1,449	63%	Record February sales
Jeep Grand Cherokee	593	360	65%	

CYTD Sales	February 2011	February 2010	% Change
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Total Volume 28,825 25,985 11%

Model February 2011 February 2010 % Change

Highlights

Dodge Grand Caravan	9,121	7,312	25%	#2 selling vehicle YTD
Ram Pick-up	8,047	5,987	34%	#3 selling vehicle YTD
Dodge Journey	4,129	2,786	48%	#1 selling crossover YTD

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc., is based in Windsor, Ontario and celebrates its 86th anniversary in 2011. Chrysler Canada is a wholly-owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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