

Chrysler Canada Records 16 Consecutive Months of Sales Growth

- Sales up 8 per cent for March, 2011 compared to March, 2010
- In its first month of availability, Fiat 500 sells 417 units
- Best Dodge Journey sales month ever
- Chrysler Canada has 2 of the 3 best selling vehicles in Canada with Dodge Grand Caravan & Ram truck calendar year-to-date

March 31, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 16th consecutive month of sales growth, reporting total sales of 20,971 for the month of March, 2011, compared with 19,470 in March, 2010. Total March sales represented a gain of 8 per cent over the same month one year ago.

"Our March sales showed strength across the board," said Reid Bigland, President and CEO of Chrysler Canada. "We set an all-time sales record for the highly fuel-efficient Dodge Journey and March records for Jeep Wrangler and Ram trucks. In addition, our new Fiat 500 easily outsold Mini in its initial month of availability, which is a good first impression."

Sales Highlights

March records were set for Ram truck with 5,107 sales as well as Jeep Wrangler with 1,282 sales. Jeep Grand Cherokee sales continue to do well, with this new model showing an increase of 42 per cent for the month compared to the same period last year. Canada's most fuel-efficient 4x4, the all-new Jeep Compass, recorded a sales increase of 75 per cent, over March of 2010.

Canada's best-selling crossover, Dodge Journey, maintains its position as one of country's ten best-selling vehicles for the quarter and shattered all previous sales records by almost 40 per cent, with 3,487 sales this month.

Two of Chrysler Canada's newest models got off to a great selling start in March. More than 400 of the stylish, cost-effective and fuel-efficient Fiat 500 cars were sold this month. As well, Canada's most-affordable and most powerful mid-size car - the Chrysler 200 - also sold more than 400 units in March.

"We are ahead of last year's record pace for Ram truck, Dodge Journey and Dodge Grand Caravan as of this quarter," said Dave Buckingham, Vice-President of Sales, Chrysler Canada. "We are the only manufacturer to maintain a solid Three of the Top 10 best-selling vehicles in the country."

March Sales	March 2011	March 2010	% Change
Total Volume	20,971	19,470	8%

Model Highlights	March 2011	March 2010	% Change	
Ram Pick-up	5,107	4,841	5%	Record March
Dodge Journey	3,487	2,239	56%	All-time Record
Jeep	779	549	42%	

Grand Cherokee			
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CYTD Sales	March 2011	March 2010	% Change
Total Volume	49,796	45,455	10%

Model Highlights	March 2011	March 2010	% Change	
Dodge Grand Caravan	14,313	12,601	14%	#2 selling vehicle CYTD
Ram Pick-up	13,154	10,828	21%	#3 selling vehicle CYTD
Dodge Journey	7,616	5,025	52%	#1 selling crossover CYTD

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's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

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