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Chrysler de Mexico Maintains Positive Sales Results for Key Vehicles during the Month of April

- Chrysler de Mexico continues its positive trend with 6,574 units sold in April 2012
- In sport tourer/minivan sales, Chrysler de Mexico reached an increase of 3 percent versus April 2011
- In passenger car sales, the company was up half a point with 1,918 units sold for the month
- Chrysler brand posted sales of 293 units in April 2012
- Dodge Journey sales were up 6 percent versus April 2011
- Jeep® Compass registered high sales and a gain of 16.5 percent in April 2012, compared to the same month last year
- Ram 4000 sales improved 4 percent versus April 2011
- Fiat 500 achieved sales of 227 units, an increase of 278 percent compared to the same month last year

April 30, 2012, Mexico City - Today, Chrysler de Mexico announced its April 2012 sales report, with total sales reaching 6,574 units.

“Among the wide range of products that we offer to our customer and continue to show great success within the Chrysler, Jeep, Dodge, Ram, Fiat and Mitsubishi brands, we have the Fiat Italian brand that is improving its positioning in this market day to day with excellent sales,“ said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group LLC.

Chrysler Brand
Chrysler brand registered total sales of 293 units during April 2012. The awarded Chrysler 300 continues as one of the top sellers along with Town & Country minivans, which reached sales of 196 units this month.

Jeep® Brand
Jeep brand showed good sales results for April based on Jeep Compass – with its modern design appealing to customers – resulting in 332 units sold during the month. Another key model for the brand, offering adventure and capability, is the Jeep Patriot with sales up 2 percentmonth over month with 576 units sold in April.

Dodge Brand
Since it was launched, the Dodge i10 compact model has built sales momentum in the market, and this month, it registered sales of 874 units. Dodge Journey posted sales of 865 units during April 2012, and Dodge Attitude also had high volume sales of 631 units for the month.

Ram Truck Brand
Ram 4000 reached a 4 percent increase with sales of 332 units in April 2012, compared to the same month in 2011. Ram Austera sales improved 4 percent compared to April 2011.

Fiat & Alfa Romeo Brands
Fiat brand sales totaled an increase of 26 percent during April 2012 versus April last year. Fiat 500 maintained positive sales with 227 units sold, representing a 278 percent increase compared to the same month the prior year. Fiat continues to offer new versions, such as the new Cinquecento Pop with an automatic transmission, to broaden the lineup.

Alfa Romeo’s presence in Mexico continues to grow, now with a new dealer in Mexico City. This distribution strategy will help the expansion of this iconic Italian brand in the Mexican market.

About Chrysler de Mexico

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has six plants located in Toluca and Saltillo, and one automotive engineering center located in Mexico City. Facilities include: Toluca Assembly Plant, Toluca Stamping Plant, Saltillo Truck Assembly Plant, Saltillo Engine Plant Ramos Arizpe, Saltillo Stamping Plant and Saltillo South Engine Plant. Chrysler de Mexico has been implementing World Class Manufacturing (WCM), a production methodology designed to reduce waste and increase productivity, in all of its plants since 2009.

The Toluca Complex provides body panels and final assembly for Dodge Journey, Fiat 500 and Fiat Freemont. The Saltillo facilities manufacture the 5.7-liter V-8 HEMI® engine, 6.4-liter V-8 HEMI engine and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500 and DX Chassis Cab (Mexican market) plus related body panels.

The Chrysler Automotive Engineering Center was created to develop and evaluate new vehicles as well as test them to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology and engine and transmission dynamometers.

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