

Chrysler Canada Finishes Year With Best Sales Since 2000

- 49 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- Chrysler Canada is the number two selling manufacturer in Canada for the year
- 15,445 vehicles sold; an increase of 5 per cent over December 2012 sales
- December sales records set for Ram trucks
- Annual sales records set in 2013 for Ram trucks and Chrysler Town & Country
- Ram truck is the second best-selling vehicle in Canada
- Best calendar year sales since 2000

January 3, 2014, Windsor, Ontario - Chrysler Canada today announced its 49th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. December 2013 sales were 15,445 compared with 14,756 in December, 2012, which represents a 5 per cent increase. For the full year, sales were 260,015 compared with 243,845 in 2012. This signifies a 7 per cent increase and solidifies Chrysler Canada as the number two seller of vehicles in Canada in 2013.

"2013 was a great sales year for Chrysler Canada," said David Buckingham, Chief Operating Officer, Chrysler Canada. "Our dedicated, company-wide focus on building and selling world-class cars and trucks that people enjoy driving and want to buy is evidenced by an unprecedented 49 months of consecutive year-over-year sales growth."

Sales Highlights:

The Jeep brand had very strong sales results in the month of December 2013, up 56 per cent over December, 2012 with 3,668 sales. Heavy-hitters for the brand included the all-new Jeep Cherokee with 1,508 sales. Jeep Grand Cherokee saw an increase of 29 per cent in the month of December 2013 with 882 sales, up from 683 in 2012. Diesel remains a popular choice for fuel-conscious Canadians, as evidenced by a share of 17 per cent of December 2013 Jeep Grand Cherokee sales. Consumers opting for a diesel engine will benefit from a driving range of 1,300 km.

After 30 years on the market, Dodge and Chrysler minivan sales continue to be strong. Dodge Grand Caravan and Chrysler Town & Country collectively saw a sales increase of 12 per cent in December 2013, compared with sales results from the same month in 2012. For the year, an annual record was set for the Ontario-built Chrysler Town & Country with 8,425 sales, representing an increase of 111 per cent compared with 3,991 minivans sold in 2012.

Ram truck sales have been consistently solid and December 2013 was no exception with 5,440 sales reported, representing an increase of 9 per cent compared with 4,987 sales in December 2012. Having won nearly all of the significant truck of the year awards, Ram trucks are Canada's longest-lasting line of pickups that deliver best-in-class fuel economy, payload, power and towing capability. For the year, Ram truck sales were up 16 per cent over 2012 sales with 78,793 trucks sold. Impressively, Ram Truck set an annual sales record in the first ten months of the year.

Sales Charts:

December	Dec. 2013	Dec. 2012	% Change
Total Volume	15,445	14,756	5%

Model Highlights	Dec. 2013	Dec. 2012	% Change	
Ram Pickup	5,440	4,987	9%	Record December
Dodge Grand	2,803	2,515	11%	

Caravan			
Chrysler Town & Country	218	182	20%
Jeep Grand Cherokee	882	683	29%
Jeep Cherokee	1,508		

CYTD Sales	Dec. 2013	Dec. 2012	% Change
Total Volume	260,015	243,845	7%

Model Highlights	Dec. 2013	Dec. 2012	% Change	
Ram Pick-up	78,793	67,634	16%	All time record year
Chrysler Town & Country	8,425	3,991	111%	All time record year
Jeep Grand Cherokee	11,587	10,416	11%	

About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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