

## **Chrysler de Mexico Reported Sales of 7,355 Units in January 2014**

- FIAT brand sales rose 98 percent versus January 2013; best January ever
- Fiat 500 sales improved 23 percent versus January 2013; best January ever
- Dodge Durango sales increased 13 percent over last year's sales
- Jeep® Grand Cherokee posted sales gains of 38 percent; best January sales since 2008
- Jeep Wrangler sales grew 26 percent over January 2013; best January ever

February 3, 2014, Mexico City - Today, Chrysler de Mexico announced sales of 7,355 units for the month of January 2014.

"The quality of our products is reflected in the preferences of our customers and has made Chrysler de Mexico one of the most important vehicle manufacturers in Mexico. Fiat continues with strong sales growth, proving the great acceptance that our new products are having among the Mexican market," said Bruno Cattori, President and CEO of Chrysler de Mexico.

### **Chrysler Brand**

Chrysler brand reported sales of 292 units, led primarily by sales of the Chrysler Town & Country, which won a Polk Loyalty Award for a record 13th consecutive year. The 2015 Chrysler 200 was launched at NAIAS. It will be arriving to Mexico in the second quarter of 2014.

### **Jeep® Brand**

Jeep continues to perform well with January sales of 1,814 units. Jeep Grand Cherokee sales increased 38 percent with 532 units sold; best January sales since 2008. Autobytel.com named the 2014 Jeep Grand Cherokee "SUV of the Year" and it also won a Polk Loyalty Award for fifth time. Jeep Wrangler powers to a 26 percent increase over January 2013 sales; best January ever. Jeep Wrangler also won a Polk Loyalty Award.

### **Dodge Brand**

Dodge brand sales continue with positive momentum, with sales of 2,620 units. The Dodge Journey continues to lead the way for the brand, with sales of 1,016 units. Dodge Challenger posted sales of 56 units; best January since 2008. Last month, it won its third Polk Loyalty Award for Non-Luxury Sport Mid-size Car. Dodge Durango sales improved 13 percent. Dodge Charger sales increased 5 percent. All compared to January 2013.

### **Ram Truck Brand**

Ram brand reported sales of 920 units. Ram ProMaster posted sales of 173 units. Ram Crew Cab sold 232 units. All during January 2014. Autobytel.com named the 2014 Ram 1500 "Truck of the Year."

### **FIAT and Alfa Romeo Brands**

FIAT and Alfa Romeo continued their monthly improvement pace by posting sales of 824 units, an increase of 99 percent over January 2013. Fiat 500 sales increased 23 percent in January 2014; best January ever. The Fiat 500 won its first Polk Loyalty Award in the Non-Luxury Traditional Subcompact Car category. Fiat 500 GQ Special Edition, proudly assembled in Mexico, has arrived to our dealerships. Last month, the Fiat Uno and Fiat Palio registered sales of 115 and 100 units respectively.

### **About FCA México**

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México

manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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