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Chrysler Group LLC Reports February 2014 U.S. Sales Increased 11 Percent; Best February Sales Since 2007

- 47th-consecutive month of year-over-year sales gains
- Chrysler, Jeep®, Ram Truck, and FIAT brands each post sales gains in February compared with same month a year ago
- Jeep brand records its best February sales ever
- Ram pickup truck sales up 26 percent; best February sales in eight years
- Six Chrysler Group vehicles record their best February sales ever
- Strategic Vision names seven Chrysler Group vehicles as “Most Loved Vehicles in America”

March 3, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 154,866 units, an 11 percent increase compared with sales in February 2013 (139,015 units), and the group’s best February sales since 2007.

The Chrysler, Jeep®, Ram Truck, and FIAT brands each posted year-over-year sales gains in February compared with the same month a year ago. The Jeep brand’s 47 percent increase was the largest sales gain of any Chrysler Group brand during the month. Chrysler Group extended its streak of year-over-year sales gains to 47-consecutive months in February.

“The severe weather has been ideally suited for our legendary Jeep 4x4 capability as Jeep brand sales were up 47 percent and the brand had its best February sales ever,” said Reid Bigland, Head of U.S. Sales. “Overall February was another solid month for Chrysler Group as our total sales were up 11 percent and we achieved our 47th-consecutive month of year-over-years sales growth.”

Six Chrysler Group vehicles set sales records in February. The Jeep Compass, Jeep Patriot, and Jeep Wrangler each turned in their best February sales ever. The Chrysler 200 mid-size sedan and the Dodge Journey mid-size crossover also logged their best ever February sales. The Ram pickup truck, with its 26 percent increase, posted its best February sales in eight years. Sales of the all-new Jeep Cherokee mid-size SUV were up 12 percent compared with sales in the previous month of January.

Chrysler Group finished the month of February with an 85 days supply of inventory (546,107 units). U.S. industry sales figures for February are internally projected at an estimated 15.8 million units Seasonally Adjusted Annual Rate (SAAR).

February 2014 U.S. Sales Highlights by Brand

Jeep® Brand

Jeep brand sales were up 47 percent in February, the brand’s best February sales ever and the largest percentage sales gain of any Chrysler Group brand for the month. The Jeep Compass, Jeep Patriot and Jeep Wrangler each set a sales record for the month of February. Jeep Grand Cherokee sales were up 34 percent, the largest percentage sales gain of any Chrysler Group model in February. Sales of the all-new Jeep Cherokee mid-size SUV were up 12 percent compared with sales in January, its second-best monthly sales performance since arriving in dealerships in October.

The new Cherokee won a MotorWeek Drivers' Choice Award for Best Small Utility in February, while Strategic Vision added the Grand Cherokee to its list of "Most Loved Vehicles in America" in the Mid-size SUV category. For a second consecutive year, Kelley Blue Book's KBB.com honored the Patriot for having the lowest 5-Year Cost to Own in the compact SUV/crossover category.

Ram Truck Brand

Sales of the Ram pickup truck were up 26 percent in February, its 46th-consecutive month of year-over-year sales gains and its best February sales since 2006. Ram Light Duty sales increased 30 percent in February, while Ram Heavy Duty pickups were up 19 percent. Shipments of the Ram 1500 EcoDiesel began in February. The EcoDiesel-powered Ram 1500 earned a 28-mpg rating in February from the U.S. Environmental Protection Agency, the best highway-cycle test result ever achieved by a full-size, half-ton pickup.

The Ram 1500 and Ram 2500/3500 were named "Most Loved Vehicles in America" by Strategic Vision in February. The Ram 1500 also earned Best Pickup Truck for the second year in a row in MotorWeek's annual list of Drivers' Choice Awards.

With its 8 percent increase, the Ram Cargo Van recorded its best February sales ever.

FIAT Brand

FIAT brand sales were up 5 percent in February, its best February sales since the brand returned to the U.S. market in 2011. It was the brand's third-consecutive month of year-over-year sales gains. The Fiat 500 Abarth, Fiat 500e all-electric vehicle, and Fiat 500 Cabrio Abarth each logged year-over-year sales gains in February. Sales of the all-new Fiat 500L were up 10 percent in February compared with sales in the previous month of January. The FIAT brand launched the 2014 Abarth Track Experience in February, giving Fiat 500 Abarth owners the opportunity to develop their driving skills in a one-day performance adventure. Drivers pilot cars from a fleet of Abarths provided and put their skills to the test through four driving modules: autocross, head-to-head challenge, driving dynamics and performance drive. Drivers end their day by riding shotgun as professional drivers push the track-tuned Abarth vehicles to the limit.

Chrysler Brand

Chrysler brand sales were up 1 percent in February, compared with the same month a year ago, led by the Chrysler 200. Sales of the 200 were up 5 percent in February, the mid-size sedan's best ever February sales. The all-new 2015 Chrysler 200 will arrive in dealerships during the second quarter of this year. Chrysler Town & Country sales were up 1 percent in February, the minivan's best February sales in two years and its seventh-consecutive month of year-over-year sales gains.

Dodge Brand

Sales of the Dodge Durango full-size SUV were up 15 percent in February compared with the same month a year ago, extending its run of year-over-year sales gains to 16-consecutive months. It was the Durango's best February sales since 2006. The Dodge Journey mid-size crossover recorded its best February sales ever, while sales of the Dodge Grand Caravan minivan were up 1 percent. Dodge brand sales were down 11 percent in February compared with the same month a year ago, but up 43 percent compared with January sales.

Building on the Dodge Journey's best sales year ever in 2013, the Dodge brand introduced a new Journey model – the 2014 Dodge Journey Crossroad – at the Chicago Auto Show in February. The Crossroad features distinctive new front and rear fasciae, Platinum Chrome side sills and unique 19-inch Hyper Black aluminum wheels, giving the three-row, seven-passenger crossover a rugged, capable look. The interior is loaded with premium finishes and features, including the 8.4-inch Uconnect touchscreen, new leather seat design and Liquid Graphite appliques. It is positioned between the SXT and Limited models in the Journey lineup and will begin arriving in Dodge dealerships this spring.

The new Dodge Challenger R/T Shaker models with their functional throwback "Shaker" hoods are in hot demand as they start making their way to Dodge dealers across the country. The Dodge brand received 2,000 dealer orders – its entire 2014 model year production run – for the Dodge Challenger R/T Shaker in just four days. With its functional

“Shaker” hood and unmistakable Dodge muscle-car cues, the new 2014 Challenger R/T Shaker marks the return of one of the brand’s most coveted performance options.

Four Dodge brand vehicles – the Durango, Dodge Dart, Dodge Charger, and Dodge Challenger – were named in February as “Most Loved Vehicles in America” by Strategic Vision in their respective categories. The Dodge Grand Caravan earned the 5-Year Cost to Own Award from Kelley Blue Book’s KBB.com. The Grand Caravan has the lowest 5-Year Cost to Own in the minivan/van segment.

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