

## **Chrysler de Mexico Reports Sales of 6,470 Units in April 2014**

- FIAT brand sales were up 12 percent.
- Ram posted double-digit sales gains
- Jeep® brand sales were up 4 percent versus April 2013
- Ram ProMaster set sales record since its launch
- Fiat 500 marks its best April since its launch
- Dodge Challenger muscle car set a new sales record for April since its launch
- Dodge Charger recorded sales increase of 295 percent during April 2014
- YTD sales of Dodge Challenger, Dodge Durango, Dodge Charger and Jeep Grand Cherokee were up versus 2013
- Jeep Cherokee sales increase set a new sales record during April 2014

May 1, 2014, Mexico City - Today, Chrysler de Mexico announced sales of 6,470 units in April 2014.

"The excellent results of the Jeep® brand reflect the preference of the customers in our market. The Jeep Grand Cherokee, our most-awarded SUV, and the iconic Jeep Wrangler continue their positive sales trend. Jeep Cherokee, still in its launch phase, posted excellent results of 468 units," said Bruno Cattori, President & CEO of Chrysler de Mexico. "The Dodge brand, which last month celebrated its 100th anniversary, is focused on manufacturing high-performance vehicles with the most powerful engines and trend-setting designs. Two of its most iconic muscle cars, Dodge Challenger and Dodge Charger, debuted at the 2014 New York International Auto Show. In the Mexican market, the Dodge Challenger has shown a constant increase in sales for the last four months.

"April marked a milestone for Chrysler de Mexico. We opened the World Class Manufacturing Academy in Saltillo, Coahuila, which is the second Academy for Chrysler Group LLC, but the first in Mexico. This shows the confidence the Company has in Chrysler de Mexico, in our people and how they want us to continue delivering world class products."

### **Chrysler Brand**

Chrysler brand logged sales of 206 units during April 2014.

Last month, three Chrysler brand vehicles were recognized by the Texas Auto Writers Association (TAWA):

- Chrysler Town & Country was named Minivan of Texas and Family Car of Texas
- 2015 Chrysler 200 was named Mid-size Sedan of Texas
- 2014 Chrysler 300 was named Full-size Sedan of Texas

### **Jeep Brand**

Jeep brand posted strong sales in April of 1,887 units, a 4 percent increase over April 2013. The iconic Jeep Wrangler posted sales of 201 units. Jeep Grand Cherokee sold 383 units during April 2014. Sales of the all-new Jeep Cherokee were 468 units. Last month, 2014 Jeep Cherokee was named one of Ward's 10 Best Interiors for 2014, compiled by *WardsAuto*.

Another winner was the Jeep Grand Cherokee, which was named "2014 Most Popular on Edmunds.com" in the Mid-size Traditional SUV category.

The 2014 Jeep Grand Cherokee SRT was named Performance Utility Vehicle of Texas by TAWA.

#### **Dodge Brand**

The muscle cars had an exceptional sales month. Dodge Challenger reported sales of 48 units, setting a sales record for April since its launch, and Dodge Charger reported sales of 83 units, an increase of 118 percent and 295 percent respectively. Dodge brand sales continue their strong ascent with 2,015 units sold during April 2014. Dodge Durango sales rose 23 percent compared to April 2013; this vehicle was named "2014 Most Popular on Edmunds.com" in the Large Traditional SUV category. Dodge Journey posted sales of 817 units.

2014 Dodge Dart was named Compact Car of Texas by TAWA.

#### **Ram Truck Brand**

Ram brand posted a sales gain of 14 percent versus April 2013. Ram Crew Cab sold 373 units, while the Ram 4000 sold 267 units, an increase of 7 percent compared to April 2013. Ram ProMaster posted its best sales month since its launch with 193 units.

2014 Ram 1500 and 2500 were both named "Top Rated Vehicles on Edmunds.com" in April.

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

FIAT and Alfa Romeo brands sold 593 units, representing a 12 percent increase. Fiat 500 is recording positive sales results with 338 units sold during April 2014. Fiat Uno and Fiat Strada posted a sales increase of 17 percent and 18 percent respectively versus April 2013.

#### **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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