

## **Chrysler de Mexico Reports Sales of 7,294 During October 2014**

- Chrysler brand sales grew 48 percent versus October 2013; best sales month of the year
- Jeep® brand sales improved 26 percent versus October 2013; best sales month of the year
- Ram brand sales surged 25 percent versus October 2013
- Dodge Challenger sales rose 29 percent over last year
- Jeep Cherokee registered sales of 531 units
- Ram 700 in its launching phase sold 488 units
- Fiat 500 sales improved 51 percent, marking its best October since its launch

November 3, 2014, Mexico City - Chrysler de Mexico announced today sales of 7,294 units for the month of October 2014.

"Last month, Chrysler de Mexico had two important launches, the Ram 700 and the 7/100 powertrain warranty, the best in the industry," said Bruno Cattori, President & CEO of Chrysler de Mexico. "Based on the sales numbers last month, Chrysler and Jeep® brands had their best sales month of the year. Also, three recently unveiled products, the Chrysler 200, 2015 Jeep Cherokee and Ram 700, are having great acceptance among the market, proving the commitment we have to our clients in delivering vehicles with best-in-class characteristics."

### **Chrysler Brand**

During October, Chrysler brand sold 537 units, representing an increase of 48 percent and the brand's best sales month of the year. The new 2015 Chrysler 200 registered positive sales results of 159 units, marking this its best October since 2011. Chrysler Town & Country reported sales of 365 units; its best sales month of the year and best October since 2008.

Last month, the new 2015 Chrysler 200 earned a five-star overall safety rating from the U.S. National Highway Traffic Safety Administration (NHTSA).

### **Jeep Brand**

Jeep brand sales performed well with 2,460 vehicles sold during October 2014, setting a sales record for the year. Jeep Patriot was the vehicle with the highest sales numbers for the brand with 677 cars sold; its best sales month of the year. Jeep Wrangler sales improved 20 percent; its best sales month of the year. Last month, the Jeep Cherokee reported sales of 531 units.

The Jeep brand SUVs were victorious in every category during 2014 Texas Auto Writers Association (TAWA) Texas Truck Rodeo.

Jeep Grand Cherokee EcoDiesel was recognized in the "Luxury Off-Road" category in the "Active Lifestyle Vehicle of the Year" awards by [Carspondent.com](http://Carspondent.com). Another award that Jeep Grand Cherokee won was "SUV of Texas" for the fifth consecutive year by TAWA.

Other Jeep vehicles that were also awarded by TAWA were Jeep Wrangler and Jeep Cherokee.

### **Dodge Brand**

Dodge brand continues its positive sales stride with 1,340 units. Dodge Challenger increased 29 percent versus October 2013. Dodge Journey and Dodge Durango reported its best sales month of the year with 1,020 units sold and 113 units sold, respectively, during October 2014.

The 2015 Dodge Durango was named a "Must-Shop SUV for Towing" according to [AutoTrader.com](http://AutoTrader.com). Also, this vehicle was named "Best Value Family" in the "Active Lifestyle Vehicle of the Year" awards by Carspondent.com. Another Dodge vehicle who was also awarded at this competition was the Dodge Journey, which was named "Best Value On-Road."

#### **Ram Truck Brand**

Ram brand's sales results were 25 percent better than in October 2013. Ram 4000 sold 340 units during October 2014. Ram Crew Cab sales were 225 units. Last month, we launched the Ram 700. This vehicle provides best-in-class cargo area capacity and a segment-exclusive Club Cab, as well as a front locking differential (locker system). In its launching phase, it sold 488 units.

Ram won "Heavy Duty Truck of Texas" for the second consecutive year and Ram Power Wagon scored the "Off-road Truck of Texas" award during 2014 TAWA Texas Truck Rodeo.

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

The FIAT and Alfa Romeo brands together sold 684 units in October 2014. Fiat 500 achieved a sales increase of 51 percent; its best sales month of the year and best October in its history. Fiat Uno improved sales by 11 percent while the Fiat Palio Adventure sold 64 units.

#### **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 Mercado Telemático Azionario under the symbol "FCA."

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