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Chrysler Group LLC Continues Trend of Improving Vehicle Sales, Reports January 2010 U.S. Sales

- Ten Chrysler, Jeep® and Dodge vehicles post year-over-year sales gains
- Dodge Brand sales up versus the same time period last year
- Dodge Journey year-over-year sales climb for the third month in a row
- Jeep Compass, Jeep Grand Cherokee and Jeep Commander all post year-over-year sales improvements
- Chrysler Town & Country minivan sales increase 6 percent compared with January 2009

February 1, 2010, Auburn Hills, Mich. -

Chrysler Group LLC today announced January U.S. sales vehicle data continues to show improvement, following market share increase in the fourth quarter versus third quarter 2009. The popular Dodge Journey, which in 2010 delivers more excitement, functionality and value, posted year-over-year gains for the third consecutive month. In addition, the Jeep® brand saw half of its line-up improve sales year-over-year, reinforcing the Jeep brand's heritage as the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys.

"The company continues to make positive strides each month and that trend continued in January," said Fred Diaz, President and Chief Executive Officer–Ram Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. "With refreshed products and all-new models hitting the marketplace this year, Chrysler Group employees and dealers are excited to share with consumers all the good things happening in 2010."

Chrysler Group reported total U.S. sales for January of 57,143 units. U.S. sales decreased 8 percent compared with the same period last year (62,157 units). Inventory (172,803 units) is down 52 percent compared with January 2009 (359,980 units), representing a 73-day supply. Overall industry figures for January are projected to come in at an estimated 10.9 million SAAR.

January Brand U.S. Sales Highlights

- Dodge Brand sales up 1 percent compared with the same time period last year
    - Dodge Journey sales increase year-over-year for the third month in a row
    - Dodge Nitro sales climb 13 percent compared with the previous month
- Ten Chrysler Group vehicles saw year-over-year sales increases in January:
    - Chrysler Brand vehicles included the Sebring Sedan, Sebring Convertible and the world's first luxury minivan, the Town & Country
    - Jeep Brand vehicles were the Jeep Compass, Grand Cherokee and Commander
    - Dodge Car vehicles included the Caliber, Avenger, Journey and Grand Caravan, with more minivans sold to date than any other minivan in the United States
- Dodge Dakota sales up 61 percent versus the previous month

Incentives

Chrysler Group is offering current Tundra, Tacoma and Sienna owners an additional $1,000 trade-in bonus cash with the purchase or lease of any new Chrysler, Jeep®, Dodge car or Ram truck. In addition, $1,000 bonus cash is available to all Toyota returning lessees who purchase or lease a new Chrysler, Jeep, Dodge car or Ram truck vehicle.

The company will continue its “Zero Percent Financing” for most 2010 model year vehicles as well as its expanded “Invest in America” partnership with more than 90 million credit union members in the United States. The credit union member-preferred pricing program has been expanded to include all 2010 model year vehicles.

Chrysler Brand

Consumers purchasing Chrysler brand vehicles can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months through GMAC Financial Services, or consumer cash of up to $3,000. In addition, consumers who purchase a Chrysler 300 can receive “no charge” all-wheel drive. Also, consumers who purchase a Chrysler 300 can choose a “no charge” HEMI® engine in lieu of consumer cash or 0 percent financing.

Jeep Brand

Consumers who purchase a Jeep brand vehicle can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months through GMAC Financial Services or consumer cash of up $4,000. Consumers who purchase or lease a new 2010 model year Jeep Liberty, Grand Cherokee or Commander and finance the purchase through GMAC Financial Services are eligible for $1,000 GMAC Bonus Cash.

Dodge Car Brand

Consumers purchasing most Dodge Car brand vehicles can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months through GMAC Financial Services or consumer cash of up $3,000. In addition, consumers who purchase a Dodge Charger can receive “no charge” all-wheel drive. Also, consumers who purchase a Charger can choose a “no charge” HEMI engine in lieu of consumer cash or 0 percent financing. Qualified customers purchasing a 2010 Dodge Challenger are eligible for 1.9 percent financing for up to 60 months, or 3.9 percent financing for 72 months.

Ram Truck Brand

Consumers who purchase a Ram truck can choose 0 percent financing for up to 60 months or financing as low as 1.9 percent for 72 months through GMAC Financial Services or consumer cash of up $3,500.

Leasing

Chrysler Group is offering attractive lease rates on several 2010 model year vehicles including:

- Jeep Wrangler Sport two-door 4x4 for $229 per month with approximately $2,800 due at signing
- Dodge Journey SE for $249 per month with approximately $2,800 due at signing
- Chrysler Town & Country LX for $289 per month with approximately $2,900 due at signing
- Ram 1500 Quad Cab ST 4x4 for $299 per month with approximately $2,900 due at signing

The incentives announced today are valid through March 1, 2010.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler’s culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat’s complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC’s product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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Sales Chart

Chrysler Group LLC U.S. Sales Summary Thru January 2010

Model	Month Sales Curr Mo	Pr Yr	Vol % Change	Sales CYTD Curr Yr	Pr Yr	Vol % Change
Sebring	3,593	1,943	85%	3,593	1,943	85%
300	1,654	2,250	-26%	1,654	2,250	-26%
Crossfire	0	43	-100%	0	43	-100%
PT Cruiser	641	947	-32%	641	947	-32%
Aspen	24	886	-97%	24	886	-97%
Pacifica	0	324	-100%	0	324	-100%
Town & Country	4,531	4,292	6%	4,531	4,292	6%
CHRYSLER BRAND	**10,443**	**10,685**	**-2%**	**10,443**	**10,685**	**-2%**
Compass	1,244	819	52%	1,244	819	52%
Patriot	1,972	2,114	-7%	1,972	2,114	-7%
Wrangler	4,888	6,362	-23%	4,888	6,362	-23%
Liberty	2,987	3,343	-11%	2,987	3,343	-11%
Grand Cherokee	3,311	3,124	6%	3,311	3,124	6%
Commander	1,313	1,072	22%	1,313	1,072	22%
JEEP BRAND	**15,715**	**16,834**	**-7%**	**15,715**	**16,834**	**-7%**
Caliber	2,506	2,400	4%	2,506	2,400	4%
Avenger	3,134	2,171	44%	3,134	2,171	44%
Charger	2,125	4,028	-47%	2,125	4,028	-47%
Challenger	1,683	2,757	-39%	1,683	2,757	-39%
Viper	26	127	-80%	26	127	-80%
Magnum	0	27	-100%	0	27	-100%
Journey	4,790	3,092	55%	4,790	3,092	55%
Caravan	4,298	3,219	34%	4,298	3,219	34%
Nitro	1,368	1,530	-11%	1,368	1,530	-11%
Durango	23	502	-95%	23	502	-95%
DODGE BRAND	**19,953**	**19,853**	**1%**	**19,953**	**19,853**	**1%**
Dakota	994	1,459	-32%	994	1,459	-32%
Ram P/U	9,957	12,843	-22%	9,957	12,843	-22%
Sprinter	81	483	-83%	81	483	-83%
RAM BRAND	**11,032**	**14,785**	**-25%**	**11,032**	**14,785**	**-25%**
TOTAL DODGE	**30,985**	**34,638**	**-11%**	**30,985**	**34,638**	**-11%**

TOTAL Chrysler Group LLC	**57,143**	**62,157**	**-8%**	**57,143**	**62,157**	**-8%**
TOTAL CAR	**14,721**	**15,747**	**-7%**	**14,721**	**15,747**	**-7%**
TOTAL TRUCK	**42,422**	**46,410**	**-9%**	**42,422**	**46,410**	**-9%**
Selling Days	24	26		24	26	

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