

## **Chrysler Group LLC Reports November 2010 U.S. Sales Increased 17 Percent**

- November marks the eighth consecutive month of year-over-year sales increases
- Eleven new or significantly-refreshed Chrysler, Jeep, Dodge, Ram Truck and Fiat vehicles to be launched during the fourth quarter
- Jeep® Grand Cherokee sales up 256 percent over November 2009; the 2011 Jeep Grand Cherokee Overland Summit debuts at the Los Angeles Auto Show, expanding the reach of the iconic brand's lineup with the most luxurious Jeep ever
- All-new 2011 Jeep Grand Cherokee has been named "2011 Urban Truck of the Year" by editors of Decisive Auto magazine and a panel of 15 independent automotive journalists
- Ram pickup truck sales up 86 percent; Heavy Duty Truck sales up 131 percent

November 30, 2010, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 74,152, a 17 percent increase compared with sales in November 2009 (63,560 units).

November represents the eighth consecutive month of year-over-year sales increases. Also, in nine of the 11 months this year, Chrysler Group monthly sales increased over sales in the previous month.

"We are pleased with the sales momentum that has been building this year, and elated now that we are showing off the vehicles that we've been talking about," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for U.S. Sales. "Our all-new and significantly-refreshed vehicles were well-received during the Los Angeles Auto Show preview and by media at our driving event in San Francisco in November."

The Dodge Brand unveiled six 2011 models during the Los Angeles Auto Show including its all-new 2011 Dodge Charger, the brand's performance flagship; its all-new 2011 Dodge Durango three-row SUV, and the 2011 Dodge Journey crossover with its completely redesigned and retuned suspension, new V-6 engine and new interior.

The Chrysler Brand is replacing its entire product line over the next few months. The new 2011 Chrysler Town & Country and new 2011 Chrysler 200 sedan will be the first vehicles to arrive in dealerships. Chrysler's new 2011 Town & Country will set a new standard in the minivan segment with an expressive exterior design, completely upgraded interior as well as functional enhancements to the powertrain and suspension. The new Chrysler 200 has a completely exterior and interior design, supported by a highly upgraded powertrain and suspension. These two new vehicles will be the first step in completely renovating the Chrysler Brand showroom. The Chrysler Brand also will soon be launching the all-new 2011 Chrysler 300 series flagship vehicles and the Chrysler 200 convertible.

In all, Chrysler Group this year is introducing 16 all-new or significantly- refreshed 2011 models representing 75 percent of its nameplates. Five of the 16 models are already in dealerships, while 11 models will be launched by the end of the year.

Chrysler Group finished the month with a 79-day supply of inventory (243,206 units). U.S. industry sales figures for November are projected at an estimated 12.2 SAAR.

November 2010 U.S. Sales Highlights by Brand

### **Jeep® Brand**

The Jeep Brand posted a 58 percent sales increase compared with the same month a year ago. Sales of the Jeep Grand Cherokee, the brand's volume leader, increased 256 percent in November versus a year ago. The Jeep Brand

unveiled the Jeep Grand Cherokee Overland Summit, unquestionably the most luxurious, distinctive and comprehensively-equipped Jeep vehicle ever produced, during the Los Angeles Auto Show in November. The brand also revealed the premium edition Jeep Liberty Jet. Both models arrive in dealerships soon and expand the reach of the iconic brand's lineup, offering legendary Jeep capability in new, unique, premium editions.

Sales of the iconic Jeep Wrangler, with its all-new interior for 2011, increased 34 percent in November, while sales of the Jeep Patriot, the affordable compact SUV, were up 43 percent in November.

The all-new 2011 Jeep Grand Cherokee has been named "2011 Urban Truck of the Year" by editors of Decisive Auto magazine and a panel of 15 independent automotive journalists. The Urban Vehicles of the Year will be formally presented at the 15th Annual Urban Wheel Awards on January 9, 2011, leading into the North American International Auto Show activities. The "Urban Truck of the Year" is the latest in a list of awards the 2011 Grand Cherokee has recently captured.

### **Ram Truck Brand**

The Ram Truck Brand posted a 67 percent sales increase in November, on the heels of winning big in the Texas Auto Writers Association's annual "Texas Truck Rodeo." Not only did the 2011 Ram 1500 win the coveted title, "Truck of Texas," the Ram Truck Brand also swept every category it entered, securing wins for newly-introduced Ram Laramie Longhorn as "Luxury Pickup Truck of Texas," Ram 1500 Outdoorsman as "Full Size Pickup Truck of Texas" and Ram Power Wagon as "Heavy Duty Pickup Truck of Texas." The "Truck of Texas" win reaffirms the capability, power and refinement found in the Ram Truck Brand lineup.

Ram pickup truck sales increased 86 percent in November as both light- and heavy-duty truck sales contributed to the increase. Heavy-Duty Trucks posted a triple digit percentage sales increase in November. Dodge Dakota sales also were up 26 percent last month compared with November 2009.

### **Dodge Brand**

In November, Dodge Challenger sales increased 22 percent compared to the same month a year ago. The Dodge Challenger muscle car posted a sales increase in every month since March, compared to a year ago. Sales of the Dodge Nitro, the brand's first mid-size SUV and another strong sales performer this year, were up 88 percent in November. With its bold styling and aggressive stance, Dodge Nitro is unlike any other mid-size SUV in the marketplace.

The Dodge Brand is redefining itself with six all-new or significantly-revamped 2011 vehicles. Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new or updated Dodge products, including the all-new 2011 Dodge Durango, a three-row sport-utility vehicle; the all-new 2011 Dodge Charger, the brand's performance flagship vehicle; the new 2011 Dodge Journey mid-size crossover; the new 2011 Dodge Avenger, a mid-size sedan designed and engineered for spirited performance; and the new 2011 Dodge Grand Caravan, the minivan with the driving dynamics of a performance sedan. Also due is the Dodge Challenger SRT8 392, with the legendary 392-cubic inch HEMI® V-8 for the street, an engine with a famous name but a decidedly high-tech, modern engineering masterpiece.

### **Chrysler Brand**

The Chrysler Town & Country minivan, the brand's volume leader, has been a solid sales performer this year. Sales of the Town & Country are up 35 percent this year through November compared with the same period in 2009.

The Chrysler Brand introduced its all-new 2011 Chrysler 200 sedan and the significantly-rejuvenated 2011 Chrysler Town & Country minivan during the Los Angeles Auto Show in November. Virtually every system in the Chrysler 200 is new or upgraded for 2011, giving the Chrysler 200 its own identity and space in the highly-competitive, mid-size sedan segment. The Chrysler 200 is uniquely positioned as an exciting alternative for customers that want style and substance, all at a surprising value.

The new 2011 Chrysler Town & Country minivan delivers great American design, innovative technology, unparalleled functionality and all the standard safety features a family aspires to have in a vehicle, at a surprising value. For 2011,

virtually every customer touch point was redesigned or re-engineered. From a suspension redesign that delivers an exhilarating driving performance, to the new, exquisitely-crafted interior cabin with clever features a family appreciates, to the beautifully sleek new exterior design, thoughtful innovation was engineered in every aspect of the new Town & Country. The company that invented the modern minivan and luxury minivan segments continues to set the standard with the latest generation Town & Country. Every 2011 Chrysler Town & Country comes standard with more than 40 safety and technology features, such as SafetyTec™, which provides industry-leading features including Parkview® rear backup camera, Blind-spot Monitoring and Rear Cross Path detection.

#### November U.S. Sales Highlights

- Jeep Brand sales (24,202 units) increased 58 percent versus the same month last year (15,339 units)
- Jeep Grand Cherokee sales (10,984 units) improved 256 percent compared with November last year (3,085 units)
- Jeep Wrangler sales (6,552 units) improved 34 percent versus November 2009 (4,896 units)
- Jeep Patriot (2,754 units) posted a 43 year-over-year sales increase
- Ram Truck Brand sales (19,040 units) increased 67 percent versus the same month last year (11,409 units)
- Ram pickup truck sales (18,206 units) increased 86 percent in November compared with November 2009 (9,787 units)
- Ram Heavy-Duty Truck sales were up 131 percent in November versus the same month last year
- Dodge Dakota (834 units) sales were up 26 percent versus the same month a year ago (663 units)
- Dodge Caliber sales (3,154 units) posted a percentage sales increase in triple digits
- Dodge Challenger sales (2,497 units) were up 22 percent compared with November 2009 (2,040 units)
- Dodge Nitro sales (2,190 units) increased 88 percent versus November 2009 (1,164 units)

#### Chrysler Group LLC U.S. Sales Summary Thru [November 2010](#)

<u>Model</u>	Month Sales Vol %			Sales CYTD Vol %		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	1,389	3,044	-54%	37,216	23,023	62%
300	1,291	1,918	-33%	35,613	34,154	4%
Crossfire	0	0	0%	0	499	-100%
PT Cruiser	441	310	42%	8,960	17,205	-48%
Aspen	0	58	-100%	30	5,964	-99%
Pacifica	0	0	0%	0	1,955	-100%
Town & Country	6,543	7,214	-9%	102,495	76,093	35%
<b>CHRYSLER BRAND</b>	<b>9,664</b>	<b>12,544</b>	<b>-23%</b>	<b>184,314</b>	<b>158,893</b>	<b>16%</b>
Compass	432	474	-9%	15,519	10,826	43%
Patriot	2,754	1,929	43%	34,153	28,673	19%
Wrangler	6,552	4,896	34%	86,083	75,246	14%
Liberty	3,398	3,516	-3%	44,555	38,894	15%

Grand Cherokee	10,984	3,085	256%	71,882	46,231	55%
Commander	82	1,439	-94%	8,036	11,021	-27%
<b>JEEP BRAND</b>	<b>24,202</b>	<b>15,339</b>	<b>58%</b>	<b>260,228</b>	<b>210,891</b>	<b>23%</b>
Caliber	3,154	412	666%	42,680	30,809	39%
Avenger	2,800	3,571	-22%	47,413	35,123	35%
Charger	1,963	3,404	-42%	73,192	54,378	35%
Challenger	2,497	2,040	22%	33,461	23,316	44%
Viper	18	43	-58%	368	438	-16%
Magnum	0	0	0%	0	113	-100%
Journey	2,697	5,434	-50%	44,747	46,954	-5%
Caravan	5,899	8,171	-28%	89,057	82,103	8%
Nitro	2,190	1,164	88%	20,156	16,235	24%
Durango	28	29	-3%	211	3,492	-94%
<b>DODGE BRAND</b>	<b>21,246</b>	<b>24,268</b>	<b>-12%</b>	<b>351,285</b>	<b>292,961</b>	<b>20%</b>
Dakota	834	663	26%	12,018	10,072	19%
Ram P/U	18,206	9,787	86%	176,411	165,254	7%
Sprinter	0	959	-100%	253	6,808	-96%
<b>RAM BRAND</b>	<b>19,040</b>	<b>11,409</b>	<b>67%</b>	<b>188,682</b>	<b>182,134</b>	<b>4%</b>
<b>TOTAL DODGE</b>	<b>40,286</b>	<b>35,677</b>	<b>13%</b>	<b>539,967</b>	<b>475,095</b>	<b>14%</b>
<b>TOTAL CHRYSLER GROUP LLC</b>	<b>74,152</b>	<b>63,560</b>	<b>17%</b>	<b>984,509</b>	<b>844,879</b>	<b>17%</b>
<b>TOTAL CAR</b>	<b>13,112</b>	<b>14,432</b>	<b>-9%</b>	<b>269,943</b>	<b>201,855</b>	<b>34%</b>
<b>TOTAL TRUCK</b>	<b>61,040</b>	<b>49,128</b>	<b>24%</b>	<b>714,566</b>	<b>643,024</b>	<b>11%</b>
<b>Selling Days</b>	24	23		279	280	

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