

## Chrysler Canada Celebrates 26 Per Cent Sales Growth in 2010

- Highest year-over-year sales growth in Chrysler Canada history
- More market share gained in 2010 than any other automaker
- All-time annual sales record for Dodge Grand Caravan
- All-time annual sales record for Ram pickup

January 3, 2011, Windsor, Ontario -

Chrysler Canada today announced its highest level of sales growth in 2010 of any year in its history, as sales grew 26 per cent compared with 2009. The company reported sales of 204,955 for full-year 2010, an increase of 41,773 units over the previous year and the highest year-over-year volume increase ever. For the month of December, Chrysler Canada sold 14,407 units, an increase of four per cent compared with December 2009, for its thirteenth consecutive month of sales growth.

"The dramatically improved quality and fuel efficiency of our products paid dividends for Chrysler in 2010 by making us solidly the No. 1 market share gainer in the country," said Reid Bigland, President and CEO of Chrysler Canada. "In addition, we set all-time sales records for our Ram pickup truck, Dodge Journey and Dodge Grand Caravan. In fact during 2010 almost eight out of every 10 minivans sold in Canada belonged to Chrysler Canada. Not even the Canadian World Junior Hockey Team dominates the competition as much as the Grand Caravan."

Two Chrysler Canada vehicles made the list of the top five selling vehicles in Canada, and also reported their all-time highest annual sales in 2010. Full-year sales of the Ram pickup reached 53,386 units, up 74 per cent over 2009. For the month of December, Ram sales grew 58 per cent on sales of 4,045 units. The Windsor, Ontario-built Dodge Grand Caravan also recorded an outstanding year with sales for the 12-month period soaring to 55,306 units, up 37 per cent compared with 2009.

The Dodge Journey retained its position as Canada's best-selling crossover, with full-year sales of 23,785 units, up 54 per cent over 2009 and the vehicle's highest sales year since launch.

On the strength of the all-new Jeep® Grand Cherokee, Jeep Brand sales increased 24 per cent in 2010. Jeep Grand

Cherokee sales rose 26 per cent in December (1,001 units for the month) for a full year total of 7,255 units. Sales of the iconic Jeep Wrangler grew 52 per cent in 2010 on 11,062 units. The Jeep Patriot recorded full-year 2010 sales of 10,753 units, an increase of 34 per cent over 2009.

"2010 proved to be a record year for us in Canada," said Dave Buckingham, Vice President of Sales - Chrysler Canada. "Now with 14 all-new or significantly refreshed products launching - the bulk of which have four miles-per-gallon fuel economy improvements - we have reason to believe even more records will fall in 2011."

### December Sales

	Dec. 2010	Dec. 2009	% Change
Total Volume	14,407	13,822	4%

### Model Highlights

	Dec. 2010	Dec. 2009	% Change	
Dodge Grand Caravan	3,914	3,876	1%	
Ram Pickup	4,045	2,553	58%	Record December Sales
Dodge Journey				Record December Sales

	1,867	1,826	2%
Jeep Grand Cherokee	1,001	792	26%

#### **CYTD Sales**

	<b>Dec. 2010</b>	<b>Dec. 2009</b>	<b>% Change</b>
Total Volume	204,955	163,182	26%

#### **Model Highlights**

	<b>Dec. 2010</b>	<b>Dec. 2009</b>	<b>% Change</b>	
Dodge Grand Caravan	55,306	40,283	37%	#3 selling vehicle in Canada YTD
Ram Pickup	53,386	30,621	74%	#4 selling vehicle in Canada YTD
Dodge Journey	23,785	15,390	54%	#1 selling crossover in Canada YTD

#### **About Chrysler Canada**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 86th anniversary in 2011. Chrysler Canada is a wholly-owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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