

## Chrysler Canada records best July sales on record in its 86 year history

- Chrysler Canada reports its best July sales ever
- Chrysler Canada is the 2nd best-selling manufacturer in the country
- 20 consecutive months of year-over-year growth; July sales up 5 per cent
- Ram truck and Dodge Grand Caravan are the 2nd and 3rd best-selling vehicles in Canada
- July sales records for Chrysler Town & Country, Dodge Journey, Jeep® Wrangler and Dodge Charger
- Chrysler Canada is the #1 seller of light trucks in Canada
- All-new Jeep Grand Cherokee sales up 173 per cent

August 2, 2011, Windsor, Ontario - Chrysler Canada today announced the best July sales in the Company's history, reporting sales of 23,385 for the month of July, 2011 compared with 22,319 in July 2010. July sales were up 5 per cent versus one year ago, representing the 20th consecutive month of year-over-year growth.

"July was a remarkable month for Chrysler and it shows in our results. We announced a Q2 adjusted net profit of \$181 Million, a 30 per cent increase in Revenues to \$13.7 Billion and now our strongest July sales in the 86 year history of Chrysler Canada," said Reid Bigland, President and CEO of Chrysler Canada. "Right now, the only thing hotter than the weather is our products with record sales occurring on Jeep Wrangler, Dodge Journey and Dodge Charger. This business is all about product and we currently have the strongest and most fuel efficient vehicle lineup in the history of our company."

### Sales highlights:

Setting an all-time record in July with 913 sales, the made-in-Canada Dodge Charger was recently ranked highest in the Large Car segment and was recognized as the most improved model in the industry according to the J.D. Power and Associates 2011 APEAL study.

Sales records continue to be shattered by Canada's #1 selling crossover, Dodge Journey. With sales of 3,123 units in July 2011, the Dodge Journey appeals to a broad-range of consumers with its versatile choice of FWD or AWD, 4-cylinder or V6 engines and 5 or 7 passenger seating. It is also Canada's most affordable mid-size crossover with a starting price of \$20,995.

Another record was set in July by Jeep Wrangler. With strong sales of 1,903 units, sales increased by 28 per cent versus the previous July record set one year ago. Celebrating its 70th anniversary on July 15, Jeep Wrangler, with its one-of-a-kind iconic design and open air freedom, along with legendary 4x4 capability is the only true 4x4 off-road convertible on the market. The all-new Jeep Grand Cherokee, the most awarded SUV ever, saw a sales spike of more than 173 per cent from July, 2010 with 935 units sold.

"Canadians continue to be attracted to our market leading Crossovers, Minivans and SUVs, making us the number one seller of light trucks in Canada," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "However, we are not just a one-trick pony as our passenger car sales are up 33 per cent in July. This growth was fueled by incremental sales of the 55 mpg (5.1 L/100km) Fiat 500 and the *Imported from Detroit* Chrysler 200."

Fiat 500 sales were up 20 per cent, with 680 units, compared to sales during the previous month of June, 2011. Sales of the new Chrysler 200 were up 36 per cent with 550 units, versus sales of the model's previous generation with 404 units a year ago.

**Sales Chart**

<i>July Sales</i>	<i>July 2011</i>	<i>July 2010</i>	<i>% Change</i>
<b>Total Volume</b>	<b>23,385</b>	<b>22,319</b>	<b>5%</b>

<i>Model Highlights</i>	<i>July 2011</i>	<i>July 2010</i>	<i>% Change</i>	
<b>Dodge Journey</b>	<b>3,123</b>	<b>2,268</b>	<b>38%</b>	<i>All-time Record July sales</i>
<b>Jeep Wrangler</b>	<b>1,903</b>	<b>1,483</b>	<b>28%</b>	<i>All-time Record July sales</i>
<b>Dodge Charger</b>	<b>913</b>	<b>560</b>	<b>63%</b>	<i>All-time Record July sales</i>

<i>CYTD Sales</i>	<i>July 2011</i>	<i>July 2010</i>	<i>% Change</i>
<b>Total Volume</b>	<b>145,000</b>	<b>127,793</b>	<b>13%</b>

<i>Model Highlights</i>	<i>July 2011</i>	<i>July 2010</i>	<i>% Change</i>	
<b>Ram Pick-up</b>	<b>36,098</b>	<b>31,746</b>	<b>14%</b>	<i>#2 vehicle in Canada YTD</i>
<b>Dodge Grand Caravan</b>	<b>34,324</b>	<b>34,612</b>	<b>-1%</b>	<i>#3 vehicle in Canada YTD</i>
<b>Dodge Journey</b>	<b>19,192</b>	<b>12,792</b>	<b>50%</b>	<i>#1 crossover in Canada YTD</i>

**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's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

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