

## November Marks Best Retail Sales Month Since 2001 for Chrysler Canada

- 24 months of consecutive sales growth
- November sales record set for Ram truck
- Best November retail sales since 2001
- Total sales up 6 per cent
- Passenger car sales double versus 2010
- Chrysler Brand sales double versus 2010
- FIAT 500 sales top the 5,000 unit mark for 2011
- Full year records already set for Ram truck, Jeep® Wrangler, Dodge Journey
- 2 of the Top 3 selling vehicles in Canada are Dodge Grand Caravan and Ram truck

November 30, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 24th month of consecutive sales growth, which also marked its best November in retail sales since 2001. Sales for the month of November were 16,244, compared to 15,308 in November, 2010. This is a 6 per cent increase, versus one year ago.

"Ram sales continue to set records with this November being the best in our history," said Dave Buckingham, Chief Operating Officer of Chrysler Canada. "In fact, with over 58,000 Ram sales so far this year, we have already shattered our full-year record in only eleven months."

### Sales Highlights:

Chrysler Canada had a hat trick with its passenger car sales, which doubled for the third consecutive month. This was led primarily by sales of the Chrysler 200, with 674 units sold. Chrysler brand sales also doubled in November, with some highlights including Town & Country sales up 9 per cent over the same period in 2010.

"We have now sold over 5,000 of our Fiat 500s in Canada in nine months," said Dave Buckingham, Chief Operating Officer of Chrysler Canada. "Fiat has easily been the single biggest contributor to our passenger car sales surging this year."

Adding to the popular Fiat line-up, the Fiat 500 Abarth was recently unveiled at the Los Angeles Auto Show. This product is targeted at driving enthusiasts who want Italian performance at an attainable price.

Jeep® brand sales continue to do extremely well in the market place. Jeep Compass sales rose dramatically this November compared to 2010, with 495 units sold, representing an 86 per cent increase. Jeep Wrangler continued its sales success with 856 sales in November 2011, compared to 646 in November, 2010.

Canada's best-selling Crossover, Dodge Journey, has already set an annual record with 27,104 sales recorded calendar-year-to-date, compared to 21,918 for the same period in 2010.

Ram truck was recently crowned the coveted 2012 Truck King Challenge winner in Canada, beating out the Ford F-150, GMC Sierra, Toyota Tundra and the Nissan Titan. Ram truck sales are up 18 per cent in 2011, with 58,008 units sold, thus surpassing its 2010 full year sales record in less than 11 months. Two of the Top 3 best-selling vehicles in the country are Ram truck and Dodge Grand Caravan.

### Sales Charts:

| November Sales | November 2011 | November 2010 | % Change |
|----------------|---------------|---------------|----------|
|----------------|---------------|---------------|----------|

|                     |               |               |           |
|---------------------|---------------|---------------|-----------|
| <b>Total Volume</b> | <b>16,244</b> | <b>15,308</b> | <b>6%</b> |
|---------------------|---------------|---------------|-----------|

| <b>Model Highlights</b> | <b>November 2011</b> | <b>November 2010</b> | <b>% Change</b> |                             |
|-------------------------|----------------------|----------------------|-----------------|-----------------------------|
| <b>Ram Pick-up</b>      | <b>5,324</b>         | <b>4,372</b>         | <b>22%</b>      | All-time record November    |
| <b>Chrysler Brand</b>   | <b>1,228</b>         | <b>604</b>           | <b>103%</b>     | Chrysler brand sales double |
| <b>Passenger Car</b>    | <b>1,909</b>         | <b>894</b>           | <b>114%</b>     | Passenger Car sales double  |

|                     |                      |                      |                 |
|---------------------|----------------------|----------------------|-----------------|
| <b>CYTD Sales</b>   | <b>November 2011</b> | <b>November 2010</b> | <b>% Change</b> |
| <b>Total Volume</b> | <b>216,364</b>       | <b>190,548</b>       | <b>14%</b>      |

| <b>Model Highlights</b> | <b>November 2011</b> | <b>November 2010</b> | <b>% Change</b> |                       |
|-------------------------|----------------------|----------------------|-----------------|-----------------------|
| <b>Ram Pick-up</b>      | <b>58,008</b>        | <b>49,341</b>        | <b>18%</b>      | CY record already set |
| <b>Dodge Journey</b>    | <b>27,104</b>        | <b>21,918</b>        | <b>24%</b>      | CY record already set |
| <b>Jeep Wrangler</b>    | <b>14,858</b>        | <b>10,534</b>        | <b>41%</b>      | CY record already set |

#### **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 Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar®, SRT and Fiat vehicles and products. 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 1500.

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