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## **Chrysler de Mexico Reports Successful March and First-quarter 2012 Sales Results**

- Chrysler de Mexico sales reach more than 2-percent increase in March versus same month last year
- Chrysler de Mexico sales up by more than 23,000 units during the first quarter of 2012 versus same period in 2011
- Chrysler 300 sales up more than 200 percent in March
- Chrysler 200 sales up more than 100 percent
- Ram 4000 posts increase in sales of 34 percent
- H100 Wagon registers sales increase of 260 percent
- H100 Van sales up 80 percent
- Jeep® Compass reaches 44-percent sales increase for March
- Jeep Wrangler maintains its leadership with 36-percent increase
- Dodge Journey sales volumes increase 10 percent with more than 600 units sold in March
- Dodge Avenger sales up 36 percent
- Ram Crew Cab sees sales increase of 13 percent

April 2, 2012, Mexico City, Mexico - Today, Chrysler de Mexico announced its March and first-quarter 2012 sales results. Total sales for the month increased by 2 percent over March 2011 results. First-quarter sales volumes were also up versus the same period last year.

"These first-quarter results continue to build on a long journey of positive sales results in Mexico," said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group LLC. "We are offering our customers quality, performance and top design in our vehicles. This has been recognized by *Automovil Panamericano*, one of the most respected automotive publications in Mexico, which named Jeep® Wrangler as best 4x4 in the country and nominated six of our vehicles as finalists in their best-of-the-year competition."

### **Chrysler Brand**

Sales for the Chrysler brand grew 7 percent in March versus the same month in 2011. The Chrysler 300 has one of the most powerful engines in its class, and its performance enabled an increase in sales of more than 200 percent for the month. Chrysler 200 sales were up by more than 100 percent in March.

### **Jeep Brand**

The Jeep brand registered a 9-percent rise in March sales versus the same month last year. Jeep Compass achieved a sales increase of 44 percent. The new Jeep Wrangler, with its 3.6-liter Pentastar® V-6 engine and state-of-the-art technology, reached 228 units sold for the month, representing an increase of 36 percent.

### **Dodge Brand**

Dodge brand car sales continued their successful trend with high sales numbers for the i10 compact model. This vehicle offers great performance and fuel efficiency, allowing it to reach sales of more than 1,100 units, representing an increase of 133 percent in March. Dodge Journey continued with excellent results, showing an over 10 percent increase in sales for the month.

### **Ram Truck Brand**

The Ram Truck brand posted sales increases for many models during the month of March. Sales of the Ram H100 Van, up 80 percent, and H100 Wagon, up 260 percent, contributed to the positive sales results for the month. Ram 4000 Chassis Cab offers the best load capacity of its kind, recording March sales of 380 units, representing an increase of 34 percent. Ram Standard Cab sales were also up 10 percent in March.

### **FIAT Brand**

The FIAT brand reported a March sales increase of 83 percent versus March 2011. Fiat 500 sold more than 200

units for the month. FIAT brand recorded the lowest level of CO<sub>2</sub> emissions by vehicles sold in Europe in 2011, showing the brand's commitment to protecting the environment.

#### **About Chrysler de Mexico**

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has six plants located in Toluca and Saltillo, and one automotive engineering center located in Mexico City. Facilities include: Toluca Assembly Plant, Toluca Stamping Plant, Saltillo Truck Assembly Plant, Saltillo Engine Plant Ramos Arizpe, Saltillo Stamping Plant and Saltillo South Engine Plant. Chrysler de Mexico has been implementing World Class Manufacturing (WCM), a production methodology designed to reduce waste, increase productivity and restore dignity to the employees, in all of its plants since 2009.

The Toluca Complex provides body panels and final assembly for Dodge Journey, Fiat 500 and Fiat Freemont. The Saltillo facilities manufacture the 5.7-liter V-8 HEMI® engine, 6.4-liter V-8 HEMI engine and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500 and DX Chassis Cab (Mexican market) plus related body panels.

The Chrysler Automotive Engineering Center was created to develop, evaluate and test new vehicles to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology and engine and transmission dynamometers.

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