

## **Chrysler de Mexico Sets New Record for 2012 with 24 Percent Sales Increase in May**

- Chrysler de Mexico posted successful results with a 24 percent sales gain versus May of last year
- Chrysler brand sales up 13 percent compared to the same month in 2011
- FIAT and Alfa Romeo brands post total sales of 468 units during May 2012
- Ram 4000 sales rise 23 percent versus May 2011
- Jeep® Compass stands out with sales of 577 units, a 69 percent increase compared to May 2011
- Chrysler Town & Country sales improved 65 percent versus May 2011 sales
- Dodge Journey continues with strong sales performance, with a 6 percent increase compared to May 2011

May 31, 2012, Mexico City - Today, Chrysler de Mexico announced its May 2012 sales report, with total sales reaching 8,240 units, representing an increase of 24 percent versus May 2011. "The success of this company is based on teamwork, commitment to customers, continuous innovation and world-class products," said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group, LLC.

### **Chrysler Brand**

Chrysler brand registered growth of 13 percent in May 2012, compared to May 2011. Chrysler Town & Country reached a sales increase of 65 percent with 333 units sold, compared to the same month last year.

### **Jeep® Brand**

Jeep® Compass continues its strong pace with 577 units sold in May 2012. Jeep Wrangler sales are up 18 percent, compared to the same month in 2011. Jeep Patriot continues its good sales performance with a 27 percent sales increase month over month.

### **Dodge Brand**

Dodge brand sales improved 14 percent versus May 2011 with 3,082 units sold versus May 2011, led by the performance of the Dodge Challenger. Sales of the Challenger, with its efficient 5.7-liter V-8 HEMI® engine, were up 162 percent compared to the same month last year. Dodge Journey posted monthly sales of 1,041 units, an increase of 6 percent compared to May 2011. Dodge i10 continues a good trend with a volume of 960 units sold for the month.

### **Ram Truck Brand**

Ram Truck brand registered a month-over-month increase in sales of 43 percent with 1,590 units sold in May 2012. Ram 4000 sales rose 23 percent for the month versus May 2011. Ram Crew Cab boasted high volume sales of 347 units, a 139 percent increase compared to May 2011. Ram Dakota sales rose 89 percent in May with 389 units sold versus May 2011. Ram versions SLT, Laramie and RT now offer Mopar® EVTS, a security and tracking system.

### **FIAT and Alfa Romeo Brands**

FIAT and Alfa Romeo brands experienced a strong sales month with a 277 percent increase compared to the same month in 2011. Fiat 500 sales improved 358 percent with 316 units sold. The new Fiat 500 Abarth, part of the Fiat Cinquecento series, offers more power and equipment ready to be tested on the tracks. Alfa Romeo maintained positive results during May 2012.

### **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 and increase productivity 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 and evaluate new vehicles as well as test them to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology and engine and transmission dynamometers.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>