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Chrysler de Mexico Posts 15 Percent Year-over-year Increase in Sales during Month of June

- Chrysler de Mexico posts 15 percent growth in sales versus June 2011
- Car sales up 13 percent versus the same month last year
- SUV sales reach 16 percent increase over June 2011
- FIAT brand has impressive 182 percent sales gain for the month
- Jeep® Compass achieves 44 percent sales increase in June
- Dodge Challenger June sales improve 87 percent
- Ram H100 van June sales rise 50 percent

July 2, 2012, Mexico City - Today, Chrysler de Mexico announced its June 2012 sales report, with total sales reaching 8,515 units and representing a 15 percent increase versus June 2011.

“The automotive industry in Mexico continues to strengthen and is again reporting good sales in June. Chrysler de Mexico has shown a strong performance for the second month in a row, with its appealing products that offer performance and technology,” 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 sales reached a total of 361 units in June 2012. Chrysler Town & Country sales reached 258 units. Chrysler 200, featuring the Pentastar V-6 engine with best-in-class power, posted sales of 78 units during the month.

Jeep® Brand

Jeep® brand sales surpassed 1,899 units during June 2012. Jeep Compass continued its strong sales performance

with 529 units, an increase of 44 percent versus June 2011. Jeep Patriot June sales increased 15 percent as compared to the same month last year. Jeep Wrangler sales were up 37 percent over June 2011.

Dodge Brand
Dodge brand sales for June rose 11 percent with 3,401 units sold versus June 2011. The iconic muscle car Dodge Challenger posted an 88 percent sales increase for the month versus the prior year. Dodge Charger surged 44 percent over June’s previous year sales. Dodge i10 June sales achieved excellent growth with 1,162 units sold. June sales of the awarded Dodge Durango were up 6 percent compared to June 2011. Dodge Attitude sales reached a level of 712 units for the month, and Dodge Avenger sales improved 6 percent versus June 2011.

Ram Truck Brand
Ram Truck brand June sales improved 24 percent compared to June 2011. Ram H100 van sales were solid with an increase of 50 percent compared to the same month in 2011. Ram 4000 had a very good sales performance with an increase of 43 percent and 390 units sold versus June 2011. Ram Dakota sales registered a 42 percent increase with 322 units sold as compared to the same month in 2011.

FIAT and Alfa Romeo Brands
FIAT and Alfa Romeo brands achieved a combined June sales increase of 174 percent versus June 2011. Fiat Cinquecento continued its strong pace with 258 units sold for the month. Fiat Panda Dualogic sales were up 65 percent versus June of last year. Fiat Ducato also had a good performance level during June 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, 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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