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Chrysler de Mexico Reports July 2012 Sales Increased of 15 Percent. Third Consecutive Month of Sales Gains

- Chrysler de Mexico sales register a 15 percent increase in July 2012 versus July 2011
- Chrysler, Dodge, Jeep® and Ram Truck sales up 17.4% percent
- FIAT sales register a 77.5 percent increase in July 2012
- Jeep Compass registers its best month so far in 2012 with 599 units sold
- Dodge i 10 reaches 392 percent; best month since its launch
- Ram Crew Cab establishes a new record with 635 units sold; best sales month this year

July 31, 2012, Mexico City, Mexico - Chrysler de Mexico today reported July 2012 sales of 8,353 units, a 15 percent increase versus the same month in 2011. This is the third consecutive month of sales gains.

“For the third consecutive month our sales in Mexico have increased, showcasing the momentum that we are gaining in the market place based on unique brand identity, strong dealer support and a product portfolio that successfully competes in the key segments of the Mexican Market,” said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Truck Brand, Chrysler Group LLC. “This momentum will continue in the second half of the year with the launch of the 2013 Dodge Dart, a car that marks the return of the Dodge Brand to the C segment in Mexico and delivers the ultimate blend of power, fuel efficiency, fun-to-drive, roominess, style and sophistication at a tremendous value.”

Chrysler, Dodge, Jeep® and Ram brands together reached a high sales performance in cars with 21 percent, Sport

Tourer/Minivan 6.7 percent, SUV´s 17.3 percent and trucks 20.7 percent, during the month of July 2012, compared to the same month of the previous year.

Chrysler Brand
The Chrysler brand posted sales of 449 units this month. Sales of the Chrysler Town & Country were up 37 percent, while the Chrysler 300 full-size sedan registered a 57.1 percent sales gain compared with the same month a year ago.

Jeep Brand
Jeep brand continued its strong sales performance, recording a 20.1 percent sales increase this month. Jeep Compass sold 599 units, a sound 56 percent increase compared to July 2011. Jeep Patriot noted a 20.1 percent sales increase in July, making it their best sales month of the year

Dodge Brand
Dodge brand sales were up 13.7 percent with 3,533 units sold compared with the same month in 2011. Dodge Challenger muscle car sales were up 69 percent month over month. The Dodge i10 recorded its best month so far since its launch in 2011, with a strong sales increase of 392 percent versus July 2011. Dodge Avenger improved 3.1 percent compared with July 2011.

Ram Truck Brand
Ram Truck brand reported increased sales of 20.7 percent in July, compared with the same month a year ago. Ram Crew Cab sales were up 127 percent compared with the same month in 2011, the largest percentage sales increase of 2012. Ram 4000 was up 29.4 percent with 317 units sold during July 2012 versus July 2011. Ram Standard Cab

reached an increase of 23.1 percent on July 2012 compared to July 2011.

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo brands recorded a 76 percent sales gain. The Fiat 500 continues its impressive sales performance with 257 units sold in July. FIAT engines were recognized with the International Engine of the Year Award, driven by their performance and environmental care.

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