

## **Chrysler Canada Finishes Year With Best Retail Sales Year Since 2000**

- 37 consecutive months of year-over-year sales growth – longest growth streak in Company's history
- Chrysler Canada is the number two selling manufacturer in Canada for the year
- 14,756 vehicles sold; an increase of 1 per cent over December 2011 sales
- Dodge Dart posts its best month since launch
- December sales records set for Ram truck, Jeep Wrangler, Chrysler 200 and Fiat 500
- Annual sales records set for Ram truck, Jeep Wrangler, Chrysler 200 and Fiat 500
- Ram pickup and Dodge Grand Caravan are the #2 and #4 best-selling vehicles in Canada
- Best calendar year retail sales since 2000
- Passenger car sales increase 33 per cent in 2012
- Chrysler Canada is the #1 seller of mid-sized cars in Canada
- Jeep Grand Cherokee is #1 selling full-size SUV in Canada
- Dodge Journey is #1 selling crossover in Canada

January 2, 2013, Windsor, Ontario - Chrysler Canada today announced its 37th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. December 2012 sales were 14,756 compared with 14,628 in December, 2011, which represents a 1 per cent increase. For the full year, sales were 243,845, compared with 230,992 in 2011. This signifies a 6 per cent increase.

"2012 marked Chrysler Canada's best retail sales results since the year 2000," said Reid Bigland, President and CEO, Chrysler Canada. "Our investment in fuel-efficient new vehicles and powertrains has propelled us to be the number two seller of vehicles in Canada in 2012. Now, with the all-new Dodge Dart making consistent month over month sales gains since its launch and our Fiat brand sales up 57 per cent this year, we are optimistic that 2013 will be another good year."

### **Sales Highlights:**

Chrysler Canada passenger car sales more than doubled for the month with an increase of 103 per cent in December 2012 with 2,827 sales and 33 per cent for the calendar year with 42,509 sales. A strong passenger car sales success story can be told of the all-new Dodge Dart, which posted its fifth consecutive month of sales increases since its launch. In December, 849 Dodge Darts were sold, up 3 per cent from the month of November 2012. Another stellar passenger car performer is the Chrysler 200, which set a monthly sales record for December 2012, with 614 units sold, up 33 per cent from 460 units sold in December, 2011. This also represents an annual sales record for the Chrysler 200, which, when combined with Dodge Avenger, makes Chrysler Canada the number one seller of mid-size passenger cars in the country for 2012. Fiat 500 is also called out for a 2012 annual sales record with 8,474 units sold for the year, up 57 per cent from the year prior, where 5,392 vehicles were sold.

Dodge Journey holds onto its claim as the number one selling crossover in Canada with 28,888 vehicles sold in 2012. The industry's most versatile passenger and cargo vehicle, the Windsor-built Dodge Grand Caravan, ranks as the number four selling vehicle in the country with 51,552 vehicles sold in calendar year 2012.

Jeep brand sales were very strong in 2012, led primarily by strong consecutive monthly increases in Jeep Wrangler sales. In December 2012, 988 Jeep Wranglers were sold, up 27 per cent from December 2011, where 778 vehicles were sold. For the 2012 calendar year, 18,996 Jeep Wranglers were sold, up 21 per cent from 15,636 vehicles sold in 2011. These results represent both a monthly and an annual sales record for the one-of-a-kind Jeep Wrangler. For

the 2012 calendar year, the Jeep Grand Cherokee claims the top spot as the number one selling full-size SUV in the country.

Ram trucks are Canada's longest-lasting line of pickup trucks, delivering best-in-class fuel efficiency, extraordinary technology and outstanding capability. For the month of December 2012, 4,987 Ram trucks were sold, compared with 4,921 sold in the same month, one year ago. This represents a 1 per cent increase, as well as a monthly sales record. For the full year, 67,634 trucks were sold, representing an increase of 7 per cent over the year prior, where 62,929 vehicles were sold. This represents an annual sales record. Ram trucks rank as the number-two selling vehicles in the country.

#### Sales Charts:

December	December 2012	December 2011	% Change
Total Volume	14,756	14,628	1%

Model Highlights	December 2012	December 2011	% Change	
Ram Pickup	4,987	4,921	1%	Record December
Jeep Wrangler	988	778	27%	Record December
Chrysler 200	614	460	33%	Record December
Fiat 500	449	284	58%	Record December
Passenger Car	2,827	1,394	103%	

CYTD Sales	December 2012	December 2011	% Change
Total Volume	243,845	230,992	6%

Model Highlights	December 2012	December 2011	% Change	
Ram Pick-up	67,634	62,929	7%	Calendar Year Sales Record
Jeep Wrangler	18,996	15,636	21%	Calendar Year Sales Record
Chrysler 200	13,419	6,386	110%	Calendar Year Sales Record
FIAT 500	8,474	5,392	57%	Calendar Year Sales Record
Passenger Car	42,509	32,030	33%	

#### About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. 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, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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