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Chrysler de Mexico Reports Sales of 7,541 Units During February 2013

- Chrysler, Dodge, Jeep® and Ram Truck sold 6,395 units
- FIAT sales grew 122 percent versus February 2012
- Jeep Wrangler posted a 9 percent increase
- Dodge i10 reached sales of 1,396 units
- Ram 4000 registered sales of 343 units

February 28, 2013, Mexico City - Today, Chrysler de Mexico reported its February 2013 sales of 7,541 units.

"Chrysler de Mexico continued its sales growth for the month of February. Of all of Chrysler de Mexico's strong models, this month the Fiat 500 and the Ram ST version of the multiple award-winning Ram truck stood out with a sales increase of 122 percent and 27 percent, respectively. FIAT brand sales were strongly driven by the Fiat 500, and by the new Fiat products that have been added to expand our portfolio, such as the Uno and the Palio." said Fred Diaz, President and CEO Chrysler de Mexico, and President and CEO Ram Truck Brand, Chrysler Group LLC.

Chrysler Brand
Chrysler brand posted good results based on the sales performance of Chrysler 300 and Chrysler 200, and of Chrysler Town & Country, which this month registered sales of 195 units.

Jeep® Brand
During February 2013, the Jeep® brand sold 1,658 units, and Jeep Wrangler sales rose 9 percent versus February 2012. At the same time, Jeep Patriot and Jeep Grand Cherokee achieved sales of 554 and 438 units, respectively; while Jeep Compass sold 400 units.

Dodge Brand
Dodge brand sales were solid with 3,352 units. Dodge i10 continued its strong sales performance with 1,396 units sold, representing an increase of 100 percent. Another successful story of this brand was the Dodge Avenger, which registered this month sales gains of 36 percent. Dodge Journey and Dodge Attitude also contributed to the sales increase of the brand with 899 units and 488 units sold during the month of February 2013.

Ram Truck Brand
Ram Truck Brand sold 1,095 units, and Ram 4000 and Ram Crew Cab sold 343 and 223 units, respectively, during February 2013. This month, the J.D. Power and Associates 2013 U.S. Vehicle Dependability StudySM (VDS) described the Ram Truck brand as the most improved brand.

FIAT and Alfa Romeo Brand
FIAT and Alfa Romeo brands combined finished the month with 536 units sold. Fiat 500 sold 350 units, representing an increase of 76-percent during February 2013.

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

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

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