

## **Chrysler Group LLC Reports April 2013 U.S. Sales Increased 11 Percent; Best April Sales in Six Years**

- Best April sales since 2007
- 37th-consecutive month of year-over-year sales gains
- Seven Chrysler Group vehicles set sales records for month of April
- Dodge Dart compact car records highest monthly sales since 2012 vehicle launch
- Dodge Durango sales up 65 percent; best April sales since 2005
- Jeep® Grand Cherokee sales up 27 percent; best April sales since 2005
- Ram Truck brand sales up 49 percent; largest percentage sales gain of any Chrysler Group brand in April

May 1, 2013, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 156,698 units, an 11 percent increase compared with sales in April 2012 (141,165 units), and the group's best April sales since 2007.

The Jeep®, Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in April compared with the same month a year ago. The Ram Truck brand's 49 percent increase was the largest sales gain of any Chrysler Group brand in April. Chrysler Group extended its streak of year-over-year sales gains to 37-consecutive months in April.

"Chrysler Group's best April sales in six years helped to maintain our sales momentum and drove us to our 37th-consecutive month of year-over-year sales gains," said Reid Bigland, Head of U.S. Sales. "Our sales last month were solid across the board with seven Chrysler Group vehicles recording their best April sales ever."

The Dodge Durango's 65 percent sales increase was the largest sales gain of any Dodge brand vehicle in April and second only to the Ram Cargo Van's 110 percent sales gain among Chrysler Group vehicles. Jeep brand sales rebounded in April as all Jeep brand models except Jeep Liberty, which is no longer in production, posted sales gains last month. Sales of the flagship Jeep Grand Cherokee were up 27 percent in April compared with the same month a year ago, its best April sales in eight years.

Seven Chrysler Group vehicles set sales records in the month of April. The Jeep Compass compact SUV and the Jeep Wrangler each logged their best April sales ever, as did the Dodge Challenger, Dodge Journey, Fiat 500, and Ram Cargo Van. The all-new Dodge Dart compact car had its best sales month since the vehicle was launched in June last year.

Chrysler Group finished the month with a 66-days supply of inventory (415,019 units). U.S. industry sales figures for April are projected at an estimated 15.4 million units Seasonally Adjusted Annual Rate (SAAR).

### **April 2013 U.S. Sales Highlights by Brand**

#### **Ram Truck Brand**

Ram Truck brand sales were up 49 percent, the largest percentage sales gain of any Chrysler Group brand in April. It was the brand's best April sales since 2007.

Sales of the Ram pickup truck were up 49 percent in April, the pickup truck's 36th-consecutive month of year-over-year sales gains. The 49 percent sales gain was the pickup truck's best April sales in six years. Sales of the Light

Duty Ram pickup were up 54 percent, driven by the Quad Cab pickups, while Heavy Duty Ram sales were up 30 percent. The Ram Cargo Van set a sales record for the month of April with its 110 percent sales gain.

The Ram 1500 Laramie Longhorn earned a spot on Ward's 10 Best Interiors for 2013 list in April. WardsAuto editors selected the top passenger compartments after spending February and March evaluating 46 vehicles that are all-new or feature significantly-upgraded interiors. WardsAuto said the Ram 1500 is a spectacular, emotive interior that sets a high standard other automakers will be hard-pressed to emulate.

### **Dodge Brand**

Dodge brand sales were up 18 percent, the brand's best April sales since 2008 and its 23rd-consecutive month of year-over-year sales gains. Sales of the Dodge Durango full-size SUV were up 65 percent, its best April sales in eight years. Production of the new 2014 Dodge Durango, with its standard state-of-the-art, class-exclusive eight-speed automatic transmission, is scheduled to begin in the third quarter of this year. The Durango's sales gain was the largest percentage increase of any Dodge brand model in the month.

The Dodge Journey full-size crossover and the Dodge Challenger each set a sales record for the month of April. Sales of the Challenger increased 17 percent, while Journey sales were up 14 percent.

The all-new Dodge Dart continued on its upward sales trend with its month-over-month increase in April, the compact car's best monthly sales since Dodge dealers began selling the model in June last year.

Two Dodge brand models earned awards this week at the Texas Auto Writers Association's (TAWA) 2013 Auto Roundup at the Texas Motor Speedway. The Dodge Challenger SRT8 392 took home the award for Performance Coupe of Texas, while the Dodge Journey Crew earned the Activity Vehicle of Texas award. After a day of demanding driving at the racetrack in Fort Worth, journalists voted on their favorites and Chrysler Group secured seven of the possible 19 awards – the most of any participating manufacturer at the event.

### **Jeep® Brand**

Improving Jeep production in April helped Jeep brand sales to rebound with an 2 percent year-over-year sales gain for the month, the brand's best April sales since 2007. All Jeep models in production recorded sales gains in April compared with the same month a year ago.

The Jeep Compass compact SUV and the Jeep Wrangler each set a sales record for the month of April. Sales of the Compass were up 23 percent, while sales of the Jeep Wrangler, winner of Four Wheeler magazine's prestigious 2013 Four Wheeler of the Year Award, were up 10 percent in April.

The Jeep Grand Cherokee's 27 percent increase was its best sales month so far this year and its best April sales in eight years. The Jeep Grand Cherokee SRT earned TAWA's Performance Utility of Texas award at this week's Auto Roundup in Texas.

### **FIAT Brand**

The Fiat 500 set a sales record for the month of April with its 1 percent increase. It was the model's 14th-consecutive month of year-over-year sales gains. The Fiat 500 Abarth, with its 22 percent sales gain, had the largest year-over-year percentage increase of any of the 500 models in April. The Fiat 500 Turbo took home the award for Sub-Compact Car of Texas during this week's TAWA Auto Roundup at the Texas Motor Speedway.

This summer, the all-new 2013 Fiat 500e electric vehicle will join the 500 model lineup in the state of California. The 500e will be offered to California residents at launch with a \$199 a month/\$999 due at signing lease for 36 months, same as the current lease offer on a Fiat 500 Pop powered by a gas engine.

### **Chrysler Brand**

The Chrysler Town & Country minivan logged a 4 percent sales increase in April, its best April sales in three years. The Town & Country this year won the Polk Automotive Loyalty Award in the "Minivan" category for a record 12th-

consecutive time. Chrysler brand sales were down 13 percent compared with the same month a year ago.

Two Chrysler brand models earned awards this week at TAWA's Auto Roundup. The Chrysler Town & Country Limited minivan took home the award for Minivan of Texas, while the Chrysler 300C John Varvatos Luxury Edition earned the Best New Interior award.

The Chrysler brand has two special edition models coming to dealerships shortly. Production of the 2013.5 Chrysler 200 S Special Edition began in April. It will begin arriving in dealerships this month. The 2013 Chrysler 300C John Varvatos Limited Edition is expected to arrive in dealerships later this quarter.

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