

Contact: Miguel Ceballos

Maria Fernanda Barron
Bosco

Chrysler de Mexico Reports July Sales of 7,093 Units

- FIAT posted sales gains of 82 percent versus July 2012
- Jeep® Grand Cherokee sales improved 58 percent compared to July 2012; Best July since 2003
- Dodge Journey sales surged 25 percent; Best month of 2013

August 1, 2013, Mexico City - Chrysler de Mexico announced sales of 7,093 vehicles during July. The decrease in July sales was due to lack of product, as well as a fleet sales reduction, compared to the previous year.

"Jeep® brand continues as number one in the SUV segment nationwide. In order to continue this trend, Jeep Compass and Jeep Patriot just renewed their transmissions to offer a better performance," said Bruno Cattori, President & CEO - Chrysler de Mexico. "Chrysler Group LLC just posted its financial report and we are having positive results for the second quarter 2013, an increase of 16 percent in net income, giving us eight consecutive quarters of net profit based on our awarded product portfolio."

Chrysler Brand

Chrysler Town & Country totaled sales of 201 units during July 2013.

Jeep Brand

Jeep brand sales were 1,698 units. Jeep Grand Cherokee continued its sales momentum, posting sales of 460 units during July 2013. Jeep Compass registered sales of 472 units during July 2013.

Dodge Brand

Dodge brand posted strong sales in July of 3,140 units. Much of that success can be attributed to sales of the Dodge Journey, which recorded sales gains of 25 percent against prior year; best month of the year. July sales of Dodge Charger grew by 33 percent over last year. Dodge i10 sold 1,095 units during July 2013.

Ram Truck Brand

Ram truck brand totaled sales of 663. Ram Crew Cab sold 316 units.

FIAT and Alfa Romeo Brands

FIAT and Alfa Romeo sales continue their strong ascent by posting an 82 percent improvement. Fiat 500 sales rose 9 percent versus 2012; best July since its launch. This month the 2013 Dodge Charger and Fiat 500 lead their segments in J.D. Power's 2013 APEAL Study.

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. Since 2009, Chrysler de Mexico has been implementing World Class Manufacturing (WCM) — a production methodology designed to reduce waste — 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 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, 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 and transmission dynamometers.

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