

Jeep® Brand Records New All-time Global Sales Record in 2013

- Second consecutive year brand sets record
- Jeep global vehicles sales increase 4 percent in 2013 to all-time annual record of 731,565 units
- 2013 Jeep sales total surpasses 2012 mark of 701,626 units
- Fourth consecutive year of Jeep sales increases globally and in U.S.
- U.S. Jeep vehicle sales rise 3 percent in 2013 to 490,454
- All Jeep vehicles record double-digit sales increases in U.S. in 2013
- More than 25,000 Jeep Cherokee models sold in first two months in U.S. showrooms
- Jeep Compass, Patriot and Wrangler record best-ever annual global and U.S. sales totals
- Jeep vehicle sales increase 26 percent in Asia-Pacific region; up 29 percent in China

January 6, 2014, Auburn Hills, Mich. - For the second consecutive year, the Jeep® brand has set a new all-time global sales record. Sales of 731,565 Jeep vehicles across the globe in 2013 bettered the previous record of 701,626 established in 2012.

“Jeep vehicles have now recorded sales increases both globally and in the U.S. market for four consecutive years, with back-to-back global sales records,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Customers clearly appreciate the new Jeep vehicle lineup that delivers vastly improved on-road driving dynamics and fuel efficiency, in addition to legendary, benchmark 4x4 capability.

“We are especially pleased with the performance of Jeep Cherokee, which sold more than 25,000 units in its first two months in dealer showrooms,” Manley added. “We achieved this record while being out of the world’s largest SUV segment for three quarters of the year. With a full lineup of capable, efficient SUVs – and with Cherokee arriving in Jeep showrooms across the globe – we expect to continue our sales momentum in 2014.”

Jeep vehicle sales increased 4 percent globally in 2013 versus 2012, and 3 percent in the U.S.

Jeep sales rose 26 percent in the Asia-Pacific region in 2013. In China – the world’s largest automobile market – Jeep sales grew 29 percent in 2013.

Jeep vehicle sales were led globally and in the U.S. by Grand Cherokee (255,005 global; 174,275 U.S.), followed by Wrangler (210,715 global; 155,502 U.S.), Compass (121,626 global; 52,993 U.S.), Patriot (103,577 global; 75,797 U.S.) and Cherokee (31,330 global; 25,786 U.S.).

The sales totals for Jeep Compass, Patriot and Wrangler marked their best-ever global and U.S. sales numbers.

2013 marked the fourth consecutive year of increased Jeep sales, both globally and in the U.S. In 2012 the brand recorded increases of 19 percent global and 13 percent in the U.S. versus 2011. The previous two years saw increases of 41 percent global/41 percent U.S., and 24 percent global/26 percent U.S.)

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation

to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

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