

Chrysler Group LLC Reports January 2014 U.S. Sales Increased 8 Percent; Best January Sales Since 2008

- 46th-consecutive month of year-over-year sales gains
- Chrysler, Jeep®, Ram Truck, and FIAT brands each post sales gains in January compared with same month a year ago
- Jeep and FIAT brands record their best January sales ever
- Four Chrysler Group vehicles set sales records for month of January
- Ram pickup truck sales up 22 percent; best January sales in 10 years
- Chrysler Town & Country, Jeep Grand Cherokee, Jeep Wrangler, Dodge Challenger, and Fiat 500 earn Polk Automotive Loyalty Awards
- All-new 2015 Chrysler 200 mid-size sedan unveiled at last month's North American International Auto Show

February 3, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 127,183 units, an 8 percent increase compared with sales in January 2013 (117,731 units), and the group's best January sales since 2008.

The Chrysler, Jeep®, Ram Truck, and FIAT brands each posted year-over-year sales gains in January compared with the same month a year ago. The Jeep brand's 38 percent increase was the largest sales gain of any Chrysler Group brand during the month. Chrysler Group extended its streak of year-over-year sales gains to 46-consecutive months in January.

"The bad weather only seemed to affect our competitors' stores as we had a great January with sales up 8 percent and achieved our 46th-consecutive month of year-over-year sales increases," said Reid Bigland, Head of U.S. Sales. "In addition to a strong sales start to the year, last month we also reported 2013 full-year profits and unveiled the all-new Chrysler 200, our strongest entry yet in the mid-size sedan segment."

Four Chrysler Group vehicles set sales records in January. The Jeep Compass, Jeep Patriot, Jeep Wrangler, and Chrysler 200 each posted their best January sales ever. The Jeep and FIAT brands each posted their best January sales ever. Sales of the Compass compact SUV were up 31 percent in January, the largest percentage sales gain of any Jeep brand model. With sales up 47 percent, the Dodge Grand Caravan recorded the largest percentage increase of any Chrysler Group vehicle for the month, and the Ram pickup truck had its best January sales in 10 years.

Chrysler Group finished the month of January with a 105 days supply of inventory (536,039 units). U.S. industry sales figures for January are internally projected at an estimated 15.6 million units Seasonally Adjusted Annual Rate (SAAR).

January 2014 U.S. Sales Highlights by Brand

Jeep® Brand

Jeep brand sales were up 38 percent in January, the brand's best January sales ever and the largest percentage sales gain of any Chrysler Group brand for the month. The Jeep Compass, Jeep Patriot and Jeep Wrangler each recorded their best ever January sales. Compass sales were up 31 percent, the largest percentage sales gain of any Jeep brand model in January. Jeep Grand Cherokee sales were up 10 percent, its best January sales in eight years. Sales of the all-new Jeep Cherokee mid-size SUV surpassed Wrangler sales for the second straight month.

Two Jeep brand models earned a Polk Automotive Loyalty Award in January. The Jeep Grand Cherokee won its fifth award in the Non-Luxury Mid-Size SUV category and the Wrangler nabbed the Non-Luxury Compact SUV award. The Polk Loyalty Awards recognize manufacturers for superior owner loyalty performance, which is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same model or make.

New special-edition Altitude models of the Cherokee, Grand Cherokee and Wrangler were introduced in January. Featuring unique blacked-out exteriors with a distinct and aggressive flair, the vehicles arrive in Jeep showrooms this spring – thanks to a positive consumer response from earlier Jeep Altitude models. Jeep Compass Altitude and Jeep Patriot Altitude models are available now.

Autobyte.com named the 2014 Grand Cherokee “SUV of the Year” in January, praising its extensive model lineup, refinement and legendary off-road capability.

FIAT Brand

FIAT brand sales were up 29 percent in January, its best January sales performance since the brand was reintroduced to the U.S. market in 2011. Fiat 500 Abarth sales were up 56 percent in January, the largest percentage increase of any Fiat 500 model. The Fiat 500 earned a Polk Automotive Loyalty Award in January in the Non-Luxury Traditional Subcompact Car category. It was the 500's first Polk Loyalty Award.

Ram Truck Brand

Sales of the Ram pickup truck – Motor Trend Truck of the Year in 2014 and 2013 – were up 22 percent in January, its 45th-consecutive month of year-over-year sales gains and its best January sales since 2004. Sales of the Ram Heavy Duty pickups were up 35 percent, while Ram Light Duty sales increased 17 percent in January.

Ram Truck brand sales were up 24 percent in January compared with the same month a year ago. After a brief, one-year hiatus, the Ram 1500 Mossy Oak® Edition is returning to the truck brand's model lineup in early 2014. Updated for 2014, the Mossy Oak Edition will be available for the first time with the RamBox Cargo Management System, in both 6-ft.-4-in. and 5-ft.-7-in. bed lengths. The Mossy Oak Edition is designed for enthusiasts who are passionate about the great outdoors.

The 2014 Ram 1500 added Autobyte.com's “Pickup Truck of the Year” to its growing list of awards and accolades. Autobyte.com praised the 1500's new EcoDiesel V-6 engine, new eight-speed automatic transmission and standard rear coil suspension.

Chrysler Brand

Chrysler brand sales were up 2 percent in January, compared with the same month a year ago. Sales of the Chrysler 200 were up 23 percent in January, the mid-size sedan's best ever January sales. The all-new 2015 Chrysler 200, unveiled in January during the North American International Auto Show in Detroit, will reach the market during the first half of this year. This all-new 200 debuts the new face of Chrysler design with segment leading features like a standard nine-speed automatic transmission, more than 60 available safety and security features and the only fully disconnecting all-wheel drive system in its class. The combination of sleek styling and advanced technology features on the all-new 200 enables expected highway fuel economy ratings of up to 35 miles-per-gallon.

Chrysler Town & Country sales were up 8 percent in January, the minivan's best January sales since 2008. The Town & Country earned a Polk Automotive Loyalty Award in January for a record 13th-consecutive year.

The Chrysler 300C John Varvatos Limited Edition returns for 2014 offering the segment's most advanced all-wheel-drive system. The 300C John Varvatos Limited Edition arrives in dealerships in March and starts at \$44,480.

Dodge Brand

Sales of the Dodge Grand Caravan, the Dodge brand's volume leader, were up 47 percent, the minivan's best January sales in two years and the largest percentage sales gain of any Dodge brand vehicle in the month. Sales of the Dodge Durango full-size SUV were up 22 percent in January compared with the same month a year ago, extending its run of year-over-year sales gains to 15-consecutive months. It was the Durango's best January sales since 2007. Dodge brand sales were down 19 percent in January compared with the same month a year ago.

The Dodge brand is expanding its lineup of Blacktop packages to the 2014 Dodge Dart, building on the success of the Blacktop packages already offered on Charger, Challenger, Avenger, Journey and Grand Caravan. The new 2014 Dodge Dart Blacktop package debuted at the North American International Auto Show in Detroit in January.

The Dodge Challenger earned its third Polk Automotive Loyalty Award for Non-Luxury Sport Mid-size Car in January.

Chrysler Group LLC U.S. Sales Summary Thru January 2014

<u>Model</u>	<u>Month SalesVol %</u>			<u>Sales CYTDVol %</u>		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
500	2,493	2,503	0%	2,493	2,503	0%
500L	729	0	NEW	729	0	NEW
FIAT BRAND	3,222	2,503	29%	3,222	2,503	29%
200	10,912	8,846	23%	10,912	8,846	23%
300	3,145	5,325	-41%	3,145	5,325	-41%
Town & Country	7,056	6,525	8%	7,056	6,525	8%
CHRYSLER BRAND	21,113	20,696	2%	21,113	20,696	2%
Compass	4,068	3,116	31%	4,068	3,116	31%
Patriot	5,577	5,248	6%	5,577	5,248	6%
Wrangler	9,553	8,854	8%	9,553	8,854	8%
Liberty	0	2,035	-100%	0	2,035	-100%
Grand Cherokee	12,207	11,065	10%	12,207	11,065	10%
Cherokee	10,505	0	NEW	10,505	0	NEW
JEEP BRAND	41,910	30,318	38%	41,910	30,318	38%
Caliber	0	13	-100%	0	13	-100%
Dart	5,051	7,154	-29%	5,051	7,154	-29%
Avenger	4,795	9,628	-50%	4,795	9,628	-50%
Charger	5,200	6,411	-19%	5,200	6,411	-19%
Challenger	2,458	3,497	-30%	2,458	3,497	-30%
Viper	47	0	NEW	47	0	NEW
Journey	5,936	8,179	-27%	5,936	8,179	-27%
Caravan	7,290	4,965	47%	7,290	4,965	47%
Nitro	0	0		0	0	
Durango	4,128	3,380	22%	4,128	3,380	22%
DODGE BRAND	34,905	43,227	-19%	34,905	43,227	-19%
Dakota	0	0		0	0	
Ram P/U	25,071	20,474	22%	25,071	20,474	22%
Cargo Van	355	513	-31%	355	513	-31%
ProMaster Van	607	0	NEW	607	0	NEW
RAM BRAND	26,033	20,987	24%	26,033	20,987	24%
TOTAL CHRYSLER GROUP LLC	127,183	117,731	8%	127,183	117,731	8%
TOTAL CAR	34,101	43,377	-21%	34,101	43,377	-21%
TOTAL TRUCK	93,082	74,354	25%	93,082	74,354	25%

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