

Chrysler Group LLC Reports August 2014 U.S. Sales Increased 20 Percent; Best August Sales Since 2002

- 53rd-consecutive month of year-over-year sales gains
- Chrysler, Jeep® and Ram Truck brands each post sales gains in August compared with same month a year ago
- Jeep brand sales up 49 percent; best August sales ever
- Jeep Cherokee logs its best monthly sales since launch in October
- Ram pickup truck sales up 33 percent; best August sales since 2003
- Dodge Journey crossover records best ever monthly sales
- Sales of the all-new 2015 Chrysler 200 up 39 percent compared with sales in previous month of July; sales momentum continues to build

September 3, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 198,379 units, a 20 percent increase compared with sales in August 2013 (165,552 units), and the group's best August sales since 2002.

The Chrysler, Jeep®, and Ram Truck brands each posted year-over-year sales gains in August compared with the same month a year ago. The Jeep brand's 49 percent increase was the largest sales gain of any Chrysler Group brand during August and its best ever sales in the month of August. Chrysler Group extended its streak of year-over-year sales gains to 53-consecutive months.

"Chrysler Group sales soared 20 percent last month resulting in our strongest August sales in 12 years" said Reid Bigland, Head of U.S. Sales. "Our Jeep brand continued its torrid sales pace recording its best August sales ever and our Ram Truck brand contributed with a massive 39 percent sales increase, both helping Chrysler Group achieve its 53rd-consecutive month of year-over-year sales growth"

Seven Chrysler Group vehicles set sales records in August, including best monthly sales ever by the Jeep Cherokee, Jeep Patriot and Dodge Journey. This was the Journey's seventh-consecutive sales record this year. The Jeep Wrangler, Dodge Dart, Chrysler Town & Country, and Ram Cargo Van each recorded their best ever sales in the month of August. The Jeep and Ram Truck brands logged the largest percentage sales gains of any Chrysler Group brands during the month. Sales of the all-new 2015 Chrysler 200 mid-size sedan were up 39 percent in August compared with the previous month of July.

Chrysler Group finished the month of August with a 64 days supply of inventory (471,930 units). U.S. industry sales figures for August are internally projected at an estimated 17.4 million units Seasonally Adjusted Annual Rate (SAAR).

Jeep® Brand

Jeep brand sales were up 49 percent, the brand's best ever sales in the month of August and the second best sales month so far this year. The brand's 49 percent increase was the largest percentage sales gain of any Chrysler Group brand for the month. The Jeep brand has set a sales record in each month this year, including the all-time sales record in May. The all-new Jeep Cherokee and the Jeep Patriot each turned in their best monthly sales ever. The Patriot's 27 percent sales gain was the largest percentage year-over-year sales increase of any Jeep brand model in August. The Jeep Wrangler logged its best ever sales for the month of August. Wrangler sales of 17,988 units were second only to the model's all-time record set in May of this year. Grand Cherokee sales were up 4 percent for its best August sales since 2003.

Ram Truck Brand

The Ram pickup truck logged its best August sales since 2003. Sales of the Ram pickup were up 33 percent in August, its 52nd-consecutive month of year-over-year sales gains. Ram Light Duty sales increased 31 percent in August while Ram Heavy Duty pickups were up 39 percent. Ram Truck brand sales, which include the Ram ProMaster van and Ram Cargo Van, were up 39 percent in August, the brand's best August sales since 2005. It also was the brand's best sales month so far this year. Sales of the new ProMaster van were up 36 percent compared with the previous month of July. It was the ProMaster van's second best sales month since it was launched in October last year.

Production of Ram Heavy Duty trucks began August. The 2015 Ram Heavy Duty trucks own all three relevant titles in the segment: best-in-class power, towing capacity, and payload capacity, while delivering an impressive level of comfort and features unavailable elsewhere in the market.

Chrysler Brand

Chrysler brand sales were up 4 percent, the brand's best August sales since 2007, driven by Chrysler 200 and Chrysler Town & Country sales. Sales of the Chrysler 200 (including the 2014 and 2015 models) were up 7 percent compared with the same month a year ago.

Sales momentum of the all-new 2015 Chrysler 200 continued to build in August. Sales of the new 200 were up 39 percent compared with the previous month of July. The Insurance Institute for Highway Safety (IIHS) last month named the new 200 a Top Safety Pick +, its highest rating, when equipped with front crash prevention. The 200 is loaded with a comprehensive array of 60 active and passive safety and security features including driver-warning/assist systems and state-of-the-art occupant restraints. Sales of the Town & Country minivan were up 11 percent in August, the minivan's best ever August sales.

Dodge Brand

Both the Dodge Journey and Dodge Dart set sales records last month. Journey sales were up 3 percent, the mid-size crossover's best monthly sales ever. The Journey has been on a roll having set a sales record in each of the past seven months. Dodge Dart sales increased 22 percent, the compact car's best ever sales in the month of August. The Dart's increase was the largest percentage sales gain of any Dodge brand model in the month. The Dart has set a sales record in each of the past four months, including its best sales month ever in May. Sales of the Dodge Charger were up 10 percent, its best August sales in eight years. Dodge brand sales were down 6 percent in August compared with the same month a year ago.

Dodge is upping its high-performance game again with the unveiling of the new 2015 Dodge Charger SRT Hellcat in August. The new Charger SRT Hellcat will feature the supercharged 6.2-liter HEMI® Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque – making it the quickest, fastest, most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America.

FIAT Brand

Sales of the Fiat 500 were up 12 percent in August compared with the same month a year ago. It was the 500's best August sales since 2012. FIAT brand sales were down 20 percent, due to a Fiat 500L recall affecting an estimated 29,500 vehicles in the U.S. and Canada. The vehicles will have their knee air bags replaced. This work will begin imminently.

Chrysler Group LLC U.S. Sales Summary August 2014

Model	Month Sales			Sales CYTD		Vol % Change
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	
500	3,329	2,976	12%	23,879	26,868	-11%
500L	33	1,214	-97%	8,262	2,717	204%
FIAT BRAND	3,362	4,190	-20%	32,141	29,585	9%
200	10,810	10,139	7%	64,147	93,276	-31%

300	4,887	5,909	-17%	34,827	39,150	-11%
Town & Country	14,065	12,630	11%	95,311	80,069	19%
CHRYSLER BRAND	29,762	28,678	4%	194,285	212,495	-9%
Compass	4,749	5,249	-10%	43,252	37,249	16%
Patriot	9,120	7,170	27%	60,841	52,857	15%
Wrangler	17,988	15,825	14%	120,113	107,957	11%
Liberty	0	19	-100%	0	6,067	-100%
Grand Cherokee	18,674	17,976	4%	123,456	113,791	8%
Cherokee	18,235	0	NEW	113,494	0	NEW
JEEP BRAND	68,766	46,239	49%	461,156	317,921	45%
Dart	8,390	6,901	22%	53,840	57,914	-7%
Avenger	2,905	6,351	-54%	47,686	73,500	-35%
Charger	8,211	7,448	10%	63,517	64,629	-2%
Challenger	4,182	4,392	-5%	34,757	38,645	-10%
Viper	38	61	-38%	438	381	15%
Journey	9,147	8,890	3%	63,456	57,834	10%
Caravan	11,257	12,569	-10%	92,796	80,624	15%
Durango	5,765	6,246	-8%	43,447	39,686	9%
DODGE BRAND	49,895	52,858	-6%	399,937	413,258	-3%
Ram P/U	43,775	33,009	33%	283,256	234,642	21%
Cargo Van	1,161	578	101%	6,812	6,085	12%
ProMaster Van	1,658	0	NEW	8,582	0	NEW
RAM BRAND	46,594	33,587	39%	298,650	240,727	24%
TOTAL CHRYSLER GROUP LLC	198,379	165,552	20%	1,386,169	1,213,986	14%
TOTAL CAR	42,752	44,177	-3%	323,091	394,408	-18%
TOTAL TRUCK	155,627	121,375	28%	1,063,078	819,578	30%

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