

## **Chrysler Group LLC Reports December 2010 U.S. Sales Increased 16 Percent**

- Chrysler Group sales in 2010 reach 1.1 million units in the U.S.
- Chrysler Group sales for the year up 17 percent compared with 2009
- December marks the ninth consecutive month of year-over-year sales increases
- Chrysler Group launched 16 all-new or significantly refreshed vehicles during 2010, representing 75 percent of its nameplates
- Jeep® Grand Cherokee sales up 211 percent over December 2009
- Ram pickup sales up 93 percent compared with December 2009
- All-new 2011 Jeep Grand Cherokee and Dodge Durango nominated as finalists for the 2011 North American Truck of the Year award
- Five Chrysler Group vehicles awarded 2011 Top Safety Picks by the Insurance Institute for Highway Safety
- Chrysler, Jeep, Dodge and Ram Truck brands all posted sales increases in 2010 compared with 2009

January 3, 2011, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 100,702, a 16 percent increase compared with sales in December 2009 (86,523 units).

Chrysler Group sales of 1,085,211 units in 2010 increased 17 percent compared with 2009 sales.

"Chrysler Group 2010 sales of 1.1 million units are consistent with our sales objective that we presented in our Nov. 4, 2009 five-year business plan," said Fred Diaz, President and Chief Executive Officer – Ram Truck Brand and Lead Executive for U.S. Sales. "We are extremely proud of the sales strides we made during this transition year. Chrysler Group launched 16 all-new or significantly improved models last year, most of them during the fourth quarter. We can now share our excitement with our customers as our new 2011 models arrive in dealerships in greater volumes over the coming months."

Chrysler Group finished the year by topping the 100,000-unit sales mark for the third time in 2010. Adding to the strong sales finish, the all-new 2011 Jeep® Grand Cherokee and all-new 2011 Dodge Durango were named finalists for the 2011 North American Truck of the Year award. The winners will be announced Jan. 10 at the North American International Auto Show in Detroit.

Also in December, five Chrysler Group vehicles — the new Dodge Avenger, Dodge Journey, Chrysler 200, Jeep Grand Cherokee and Jeep Patriot — were named Top Safety Picks for 2011 by the Insurance Institute for Highway Safety.

Chrysler Group finished the month with a 63-day supply of inventory (235,454 units). U.S. industry sales figures for December are projected at an estimated 12.9 SAAR.

### **December 2010 U.S. Sales Highlights by Brand**

#### **Jeep® Brand**

The Jeep brand posted a 49 percent sales increase compared with the same month a year ago. Sales of the Jeep Grand Cherokee, the brand's volume leader, increased 211 percent in December versus a year ago. The iconic Jeep Wrangler and the Jeep Patriot, the affordable compact sport utility, both posted double-digit percentage sales increases in December compared with the same month in 2009.

For the year, Jeep brand sales were up 26 percent versus sales in 2009. The all-new 2011 Jeep Grand Cherokee, showered with accolades during the year, was named in December a finalist for the 2011 North American Truck of the Year award. The all-new 2011 Dodge Durango was also named a finalist for this prestigious award. The winners will be announced at a news conference at the North American International Auto Show in Detroit. The awards are unique in the United States because, instead of being given by a single media outlet, they are awarded by a coalition of automotive journalists from the United States and Canada who represent magazines, television, radio, newspapers and websites.

### **Ram Truck Brand**

The Ram Truck brand posted an 87 percent sales increase in December. The Light Duty Ram, Heavy Duty Ram and Ram Chassis Cab all posted significant sales increases in December, compared with the same month in 2009. The Dakota pickup truck also fared well in December, posting a 67 percent increase.

The Ram Truck brand posted a 9 percent sales increase in 2010, compared with sales in 2009. The brand concluded the year with two significant awards. *AUTOMOBILE Magazine* named the Ram 1500 to its annual list of All-Stars. It marked the second consecutive year that the Ram 1500 was named to the list. The magazine praised the Ram Truck for both its ruggedness and refinement. Also, *Off-Road Adventures* magazine named Ram Truck as Manufacturer of the Year. In its December 2010 issue, *Off-Road Adventures* credits Ram Truck's commitment to advanced design and proven powertrains for the honor. The magazine went on to praise Ram Heavy Duty's 5.7-liter HEMI® and 6.7-liter Cummins Turbo Diesel powertrains.

### **Dodge Brand**

Sales of the Dodge Grand Caravan, the brand's volume leader, increased 67 percent in December, compared with the same month in 2009. Sales of the Dodge Nitro mid-size sport utility were up 104 percent in December, while sales of the Dodge Challenger muscle car were up 31 percent. The first sales of the all-new 2011 Dodge Durango – a finalist for 2011 North American Truck of the Year award – began in late December. In 2010, Dodge brand sales increased 17 percent, compared with sales in 2009.

### **Chrysler Brand**

Sales of the Chrysler Town & Country minivan, the brand's volume leader, were up 16 percent in December compared with the same month in 2009. Chrysler brand sales increased 12 percent during 2010, versus 2009 sales.

The Chrysler brand, fresh off the introduction of its new Chrysler 200 mid-size sedan at the Los Angeles Auto Show, finished the year on another high note, launching its all-new 2011 Chrysler 300 series in December. With its iconic rear-wheel-drive proportions, elegantly sculptured bodyside, world-class craftsmanship and refinement, the 2011 Chrysler 300 series proudly delivers the distinction, innovation and premium large sedan features at a legendary value, while setting a new course for the American brand. The Chrysler 300 series will be officially unveiled publicly this month.

### **December U.S. Sales Highlights**

- Jeep brand sales (30,910 units) increased 49 percent versus the same month last year (20,810 units)
- Jeep Grand Cherokee sales (12,753 units) improved 211 percent compared with December last year (4,097 units)
- Jeep Wrangler sales (8,227 units) increased 21 percent versus December 2009 (6,798 units)
- Jeep Patriot (4,467 units) posted a 62 percent year-over-year sales increase
- Jeep Liberty sales (5,009 units) increased 9 percent compared with December last year (4,609 units)
- Ram Truck brand sales (24,270 units) increased 87 percent versus the same month last year (12,978 units)
- Ram pickup truck sales (23,241 units) improved 93 percent compared with December 2009 (12,014 units)
- Ram Heavy Duty Truck sales were up 149 percent in December versus the same month last year
- Dodge Dakota sales (1,029 units) were up 67 percent compared with the same month a year ago (618 units)
- Dodge Grand Caravan sales (14,266 units) increased 67 percent versus December 2009 (8,563 units)

- Dodge Challenger sales (3,330 units) were up 31 percent compared with the same month a year ago (2,536 units)
- Dodge Nitro sales (2,462 units) increased 104 percent versus December 2009 (1,208 units)
- Chrysler Town & Country sales (9,780 units) were up 16 percent compared with the same month a year ago (8,465 units)

**Chrysler Group LLC U.S. Sales Summary Thru December 2010**

| <b><u>Model</u></b>   | <b>Month Sales Vol %</b> |                     |                      | <b>Sales CYTD Vol %</b> |                     |                      |
|-----------------------|--------------------------|---------------------|----------------------|-------------------------|---------------------|----------------------|
|                       | <b><u>Curr Yr</u></b>    | <b><u>Pr Yr</u></b> | <b><u>Change</u></b> | <b><u>Curr Yr</u></b>   | <b><u>Pr Yr</u></b> | <b><u>Change</u></b> |
| Sebring/200           | 1,369                    | 4,437               | -69%                 | 38,585                  | 27,460              | 41%                  |
| 300                   | 1,503                    | 4,452               | -66%                 | 37,116                  | 38,606              | -4%                  |
| Crossfire             | 0                        | 0                   | 0%                   | 0                       | 499                 | -100%                |
| PT Cruiser            | 480                      | 736                 | -35%                 | 9,440                   | 17,941              | -47%                 |
| Aspen                 | 0                        | 32                  | -100%                | 30                      | 5,996               | -99%                 |
| Pacifica              | 0                        | 0                   | 0%                   | 0                       | 1,955               | -100%                |
| Town & Country        | 9,780                    | 8,465               | 16%                  | 112,275                 | 84,558              | 33%                  |
| <b>CHRYSLER BRAND</b> | <b>13,132</b>            | <b>18,122</b>       | <b>-28%</b>          | <b>197,446</b>          | <b>177,015</b>      | <b>12%</b>           |
| Compass               | 375                      | 913                 | -59%                 | 15,894                  | 11,739              | 35%                  |
| Patriot               | 4,467                    | 2,759               | 62%                  | 38,620                  | 31,432              | 23%                  |
| Wrangler              | 8,227                    | 6,798               | 21%                  | 94,310                  | 82,044              | 15%                  |
| Liberty               | 5,009                    | 4,609               | 9%                   | 49,564                  | 43,503              | 14%                  |
| Grand Cherokee        | 12,753                   | 4,097               | 211%                 | 84,635                  | 50,328              | 68%                  |
| Commander             | 79                       | 1,634               | -95%                 | 8,115                   | 12,655              | -36%                 |
| <b>JEEP BRAND</b>     | <b>30,910</b>            | <b>20,810</b>       | <b>49%</b>           | <b>291,138</b>          | <b>231,701</b>      | <b>26%</b>           |
| Caliber               | 2,402                    | 5,289               | -55%                 | 45,082                  | 36,098              | 25%                  |
| Avenger               | 3,510                    | 3,799               | -8%                  | 50,923                  | 38,922              | 31%                  |
| Charger               | 2,205                    | 6,273               | -65%                 | 75,397                  | 60,651              | 24%                  |

|                                 |                |               |             |                  |                |            |
|---------------------------------|----------------|---------------|-------------|------------------|----------------|------------|
| Challenger                      | 3,330          | 2,536         | 31%         | 36,791           | 25,852         | 42%        |
| Viper                           | 24             | 44            | -45%        | 392              | 482            | -19%       |
| Magnum                          | 0              | 0             | 0%          | 0                | 113            | -100%      |
| Journey                         | 3,830          | 6,872         | -44%        | 48,577           | 53,826         | -10%       |
| Caravan                         | 14,266         | 8,563         | 67%         | 103,323          | 90,666         | 14%        |
| Nitro                           | 2,462          | 1,208         | 104%        | 22,618           | 17,443         | 30%        |
| Durango                         | 361            | 29            | 1145%       | 572              | 3,521          | -84%       |
| <b>DODGE BRAND</b>              | <b>32,390</b>  | <b>34,613</b> | <b>-6%</b>  | <b>383,675</b>   | <b>327,574</b> | <b>17%</b> |
| Dakota                          | 1,029          | 618           | 67%         | 13,047           | 10,690         | 22%        |
| Ram P/U                         | 23,241         | 12,014        | 93%         | 199,652          | 177,268        | 13%        |
| Sprinter                        | 0              | 346           | -100%       | 253              | 7,154          | -96%       |
| <b>RAM BRAND</b>                | <b>24,270</b>  | <b>12,978</b> | <b>87%</b>  | <b>212,952</b>   | <b>195,112</b> | <b>9%</b>  |
| <b>TOTAL DODGE</b>              | <b>56,660</b>  | <b>47,591</b> | <b>19%</b>  | <b>596,627</b>   | <b>522,686</b> | <b>14%</b> |
| <b>TOTAL CHRYSLER GROUP LLC</b> | <b>100,702</b> | <b>86,523</b> | <b>16%</b>  | <b>1,085,211</b> | <b>931,402</b> | <b>17%</b> |
| <b>TOTAL CAR</b>                | <b>14,343</b>  | <b>26,830</b> | <b>-47%</b> | <b>284,286</b>   | <b>228,685</b> | <b>24%</b> |
| <b>TOTAL TRUCK</b>              | <b>86,359</b>  | <b>59,693</b> | <b>45%</b>  | <b>800,925</b>   | <b>702,717</b> | <b>14%</b> |
| <b>Selling Days</b>             | 27             | 28            |             | 306              | 308            |            |

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