

## **Chrysler de Mexico Starts 2013 with 9 Percent of Sales Gains**

- Chrysler de Mexico reports a sales increase of 9 percent during January 2013
- Chrysler, Dodge, Jeep® and Ram Truck sold 7,118 units
- Fiat 500 sales increase 74 percent versus January 2012
- Jeep Compass posts a 20-percent increase; best January since its launch
- Dodge i10 sales logs its 10th consecutive month of sales gains
- Ram 4000 sales up 35 percent; best January sales since 2009

January 31, 2013, Mexico City, Mexico - Today, Chrysler de Mexico reported January 2013 sales of 8,186 units, a 9-percent increase versus January 2012.

"Chrysler de Mexico has started off 2013 on a very positive note. Our vehicles have been recognized by some of the most well-respected automotive media, proving we are continuously evolving our products to satisfy our customers' needs," said Fred Diaz, President and CEO, Chrysler de Mexico, and President and CEO – Ram Truck Brand, Chrysler Group LLC. "This year, we will bring new and significantly refreshed vehicles to the marketplace that will be equipped with the most advanced technology, innovation, safety, design and performance. These enhancements will allow us to continue to be very competitive in 2013 and beyond," added Diaz.

Chrysler, Dodge, Jeep® and Ram Truck brands, together, sold 7,118 units. Car segment sales reported a 48-percent increase versus January 2012. Sport Tourer/Minivan segment sales posted 1,281 units, while SUVs and trucks sold 1,937 and 1,233 units, respectively, during January 2013.

### **Chrysler Brand**

Sales of the Chrysler brand were up 10 percent. Chrysler Town & Country posted sales gains of 27 percent during January 2013. This minivan won the Polk Automotive Loyalty Award in the "Minivan" category for a record 12th consecutive time. This award recognizes manufacturers for superior owner loyalty performance.

### **Jeep Brand**

Jeep brand set a global sales record in 2012 and, this year, starts on the right path with 1,846 units sold. Jeep Compass sales were up 20 percent compared to January 2012, while the Jeep Wrangler turned in a 32-percent sales gain.

### **Dodge Brand**

Dodge brand registers an increase of 31 percent, driven in large part by the Dodge i10, which continues as a best seller for the brand, making this its 10th consecutive month of sales gains with 1,467 units sold during January 2013. Dodge Avenger and Dodge Attitude each posted double-digit sales gains – 25 percent and 24 percent, respectively.

### **Ram Truck Brand**

Ram Truck Brand sold 1,233 units. Ram 4000 sales surged 35 percent compared to January 2012. This month, Ram 1500 was named 2013 North American Truck/Utility of the Year by a panel of automotive experts. The new Ram 1500 offers buyers fuel efficiency, new technology and new features without sacrificing capability.

### **FIAT and Alfa Romeo Brand**

Fiat 500 sales were up 74 percent, and Fiat Ducato reached a 250-percent sales increase both during January 2013. This brand has had very good acceptance within the Mexican market. As a result, this year, the lineup will be complemented with the launch of the new Fiat Uno and new Fiat Palio. The brand will also extend its Strada models,

the most recognized pickup around the world.

#### **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 – that 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<sup>®</sup> engine, 6.4-liter V-8 HEMI engine and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500 and 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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