

## **Chrysler Group LLC Reports September 2010 U.S. Sales Increased 61 Percent**

- September marks the six consecutive month of year-over-year sales increases
- Chrysler, Jeep® Dodge and Ram Truck brands post year-over-year increases
- All-new 2011 Jeep Grand Cherokee sales up 98 percent over last month as inventory levels continue to improve at dealerships
- Ram Brand unveils the Ram Laramie Longhorn edition, the most luxurious Ram Truck ever produced by the company
- New 2011 Chrysler 200 mid-sized sedan and new 2011 Dodge Durango sport-utility vehicle to arrive in dealerships this quarter

September 30, 2010, Auburn Hills, Mich. -

Chrysler Group LLC today reported U.S. sales of 100,077, a 61 percent increase compared with sales in September 2009 (62,197 units).

September represents the sixth consecutive month of year-over-year sales increases, and the second month this year that Chrysler Group sales exceeded the 100,000-unit threshold. Nearly all Chrysler Group vehicle lines currently in production improved year-over-year sales.

"We will continue to build sales momentum this fall as a slate of new product begins arriving in our dealerships," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for U.S. Sales. "Consumers soon will be able to see more of our all-new and significantly-refreshed vehicles in our dealerships."

The new 2011 Chrysler 200, which replaces the Chrysler Sebring, and the all-new 2011 Dodge Durango sport-utility vehicle will arrive in dealerships during this quarter. Also arriving this quarter are the significantly-refreshed 2011 Jeep® Patriot, 2011 Jeep Wrangler and Wrangler Unlimited, 2011 Chrysler Town & Country and 2011 Dodge Grand Caravan minivans, 2011 Dodge Charger and 2011 Dodge Avenger. Additional new models also will be available during this quarter.

In all, Chrysler Group this year is introducing 16 all-new or significantly- refreshed vehicles representing 75 percent of its nameplates.

Chrysler Group finished the month with a 58-day supply of inventory (231,304 units). U.S. industry sales figures for September are projected at an estimated 11.9 SAAR.

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

#### **Jeep Brand**

The Jeep Brand posted a 65 percent year-over-year increase in September, the best September for sales in three years. The all-new 2011 Jeep Grand Cherokee contributed to the increase as its September sales were up 98 percent over August. Total Jeep Grand Cherokee year-over-year sales were up 95 percent in September. Sales of the iconic Jeep Wrangler, the brand's volume leader, increased 29 percent compared with September 2009. Jeep Patriot and Jeep Compass also had a strong September as each model posted triple-digit percentage sales increases. The 2011 Jeep Wrangler models - with all-new interiors - will be arriving this month in greater numbers on dealership lots. The new 2011 Jeep Patriot, the affordable compact sport-utility vehicle, arrives in dealership showrooms this quarter with rugged new exterior styling, interior enhancements, and refinements to the suspension and steering systems.

## **Ram Truck Brand**

The Ram Truck Brand posted a 22 percent sales increase in September, compared with the same month in 2009. Ram pickup truck sales increased 26 percent in September as both light- and heavy-duty pickup truck sales posted double-digit percentage sales increases. Crew Cab and Quad Cab models continue to be the most popular consumer choices. Dodge Dakota sales also were strong last month, up 141 percent compared with September 2009. The Ram Truck Brand last week unveiled the most luxurious Ram Truck ever produced by the company. Named the Ram Laramie Longhorn edition, the Ram lineup's most well-appointed model is designed for the owner who needs a truck for work or play, but won't settle for anything but the finest quality and refinement. Ram Laramie Longhorn models will go on sale first quarter 2011. Ram Truck officials unveiled the Laramie Longhorn in the heart of Truck Country: the State Fair of Texas. Ram Laramie Longhorn's design cues were taken from traditionally handcrafted, time-tested wares, such as the antique pocket watch, a fine pair of hand-tooled leather cowboy boots, a collector's-grade shotgun or a horseman's saddle. The metal work and leather work are second to none.

## **Chrysler Brand**

The Chrysler Brand posted a 92 percent sales increase in September, compared with the same month in 2009. The Chrysler Town & Country minivan, the brand's volume leader, posted a sales increase of 149 percent in September. Town & Country has posted year-over-year sales increases every month this year. Chrysler Sebring (sedan and convertible) posted a sales increase in the triple digits.

The brand is replacing its full lineup with either all-new or significantly improved vehicles in just the next few months. The new 2011 Chrysler 200 mid-sized sedan, which will replace the Chrysler Sebring, will be arriving in dealership showrooms this quarter offering consumers exceptional craftsmanship inside and out, a refined and spirited driving experience, innovative technology, an abundance of standard safety features and an extraordinary level of standard content. The new 2011 Chrysler Town & Country also arrives in dealerships this quarter. The 2011 minivan offers consumers fresh, sophisticated, styling; a beautifully-crafted interior; improved driving dynamics; a new powertrain; and SafetyTec, a package of 40 standard safety and technology features.

## **Dodge Brand**

The Dodge Brand posted a 71 percent sales increase in September, compared with the same month in 2009. All Dodge models posted sales increases during September. By the end of this year, Dodge Brand will fill dealer showrooms with a vast array of new or updated Dodge products. The all-new 2011 Dodge Durango, a three-row sport-utility vehicle, begins arriving this quarter in dealerships. The 2011 Durango's stiffened unibody structure is engineered with the driving enthusiast in mind. The end result is a vehicle that delivers premium driving performance combined with SUV capability and crossover versatility. Durango will be followed by the all-new Dodge Charger and significantly redesigned Grand Caravan, Journey, Avenger and Challenger with two new powertrains. These products will join Dodge Nitro and Dodge Caliber in dealer showrooms.

## **September U.S. Sales Highlights**

- Jeep Brand sales (28,603 units) increased 65 percent versus the same month last year (17,287 units), the best September sales in three years
- Jeep Grand Cherokee sales (10,915 units) improved 95 percent compared with September last year (5,601 units)
- New 2011 Jeep Grand Cherokee sales increased 98 percent over August sales
- Jeep Wrangler sales (7,765 units) improved 29 percent versus September 2009 (6,002 units)
- Jeep Liberty sales (4,865 units) increased 79 percent compared with September last year (2,715 units)
- Jeep Compass (1,090 units) and Jeep Patriot (3,641 units) each posted triple digit percentage year-over-year sales increases
- Dodge Brand sales (36,272 units) were up 71 percent versus the same month last year (21,215 units)
- Dodge Caliber sales (4,917 units) posted a percentage sales increase in triple digits
- Dodge Charger sales (8,812 units) were up 17 percent compared with September 2009 (7,507 units)
- Dodge Avenger sales (5,022 units) improved 76 percent versus the same month last year (2,859 units)
- Dodge Challenger sales (3,138 units) were up 76 percent compared with September 2009 (1,778 units)
- Dodge Journey sales (4,198 units) increased 40 percent versus September last year (2,989 units)
- Dodge Grand Caravan sales (8,057 units) improved 96 percent compared with September 2009 (4,112)

units

- Dodge Nitro sales (2,032 units) increased 79 percent versus September 2009 (1,135 units)
- Ram Truck Brand sales (17,854 units) increased 22 percent versus the same month last year (14,649 units)
- Ram pickup truck sales (16,887 units) increased 26 percent in September compared with September 2009 (13,165 units)
- Ram Heavy Duty pickup truck sales increased 42 percent versus September 2009
- Dodge Dakota (960 units) posted a triple digit percentage year-over-year sales increase
- Chrysler Brand sales (17,348 units) improved 92 percent versus the same month last year (9,046 units)
- Chrysler Sebring (sedan and convertible) (4,651 units) posted a triple digit percentage sales increases
- Chrysler Town & Country minivan sales (9,001 units) improved 149 percent compared with September 2009 (3,611 units)

**Chrysler Group LLC U.S. Sales Summary Thru [September 2010](#)**

	Month Sales Vol %			Sales CYTD Vol %		
<b><u>Model</u></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	4,651	1,451	221%	33,606	17,431	93%
300	2,961	3,411	-13%	29,111	29,322	-1%
Crossfire	0	127	-100%	0	499	-100%
PT Cruiser	735	258	185%	7,863	16,760	-53%
Aspen	0	143	-100%	30	5,852	-99%
Pacifica	0	45	-100%	0	1,955	-100%
Town & Country	9,001	3,611	149%	87,493	61,715	42%
<b>CHRYSLER BRAND</b>	<b>17,348</b>	<b>9,046</b>	<b>92%</b>	<b>158,103</b>	<b>133,534</b>	<b>18%</b>
Compass	1,090	101	979%	14,309	10,025	43%
Patriot	3,641	1,377	164%	28,468	25,596	11%
Wrangler	7,765	6,002	29%	71,623	65,045	10%
Liberty	4,865	2,715	79%	37,189	32,653	14%
Grand Cherokee	10,915	5,601	95%	48,177	39,890	21%
Commander	327	1,491	-78%	7,780	8,843	-12%
<b>JEEP BRAND</b>	<b>28,603</b>	<b>17,287</b>	<b>65%</b>	<b>207,546</b>	<b>182,052</b>	<b>14%</b>
Caliber						

	4,917	654	652%	36,749	29,814	23%
Avenger	5,022	2,859	76%	41,702	27,331	53%
Charger	8,812	7,507	17%	67,206	46,110	46%
Challenger	3,138	1,778	76%	27,782	18,878	47%
Viper	49	19	158%	313	367	-15%
Magnum	0	0	0%	0	113	-100%
Journey	4,198	2,989	40%	38,355	37,842	1%
Caravan	8,057	4,112	96%	74,954	64,912	15%
Nitro	2,032	1,135	79%	15,833	13,645	16%
Durango	47	162	-71%	125	3,416	-96%
<b>DODGE BRAND</b>	<b>36,272</b>	<b>21,215</b>	<b>71%</b>	<b>303,019</b>	<b>242,428</b>	<b>25%</b>
Dakota	960	399	141%	10,410	8,894	17%
Ram P/U	16,887	13,452	26%	140,889	143,205	-2%
Sprinter	7	798	-99%	253	5,403	-95%
<b>RAM BRAND</b>	<b>17,854</b>	<b>14,649</b>	<b>22%</b>	<b>151,552</b>	<b>157,502</b>	<b>-4%</b>
<b>TOTAL DODGE</b>	<b>54,126</b>	<b>35,864</b>	<b>51%</b>	<b>454,571</b>	<b>399,930</b>	<b>14%</b>
<b>TOTAL CHRYSLER GROUP LLC</b>	<b>100,077</b>	<b>62,197</b>	<b>61%</b>	<b>820,220</b>	<b>715,516</b>	<b>15%</b>
<b>TOTAL CAR</b>	<b>29,550</b>	<b>17,806</b>	<b>66%</b>	<b>236,469</b>	<b>169,867</b>	<b>39%</b>
<b>TOTAL TRUCK</b>	<b>70,527</b>	<b>44,391</b>	<b>59%</b>	<b>583,751</b>	<b>545,649</b>	<b>7%</b>
<b>Selling Days</b>	25	25		228	229	

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