

Chrysler Canada Reports Highest October Sales Since 2002

- 35 consecutive months of year-over-year sales growth – longest growth streak in history
- Highest October sales since 2002
- 17,504 vehicles sold; an increase of 3 per cent over October 2011 sales
- October sales records set for Ram trucks, Chrysler 200, Fiat 500 and Jeep Wrangler
- Ram pickup and Dodge Grand Caravan are the #2 and #4 best-selling vehicles in Canada
- Best start to a year through ten months since 2000
- Passenger car sales increase 28 per cent in 2012
- Chrysler Canada is the #1 seller of mid-sized cars in Canada

October 31, 2012, Windsor, Ontario - Chrysler Canada today announced its 35th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. October 2012 sales were 17,504 compared with 17,049 in October, 2011, which represents a 3 per cent increase.

"Chrysler Canada has experienced tremendous passenger car sales growth throughout 2012," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "Due to home-run products like the Chrysler 200, Fiat 500 and Dodge Dart, we are hitting it out of the park with consecutive double digit sales increases. As a matter of fact, when you combine the Chrysler 200 and Dodge Avenger sales, we are the number one selling mid-size car company in Canada."

Sales Highlights:

The month of October saw big sales gains on the passenger car side of the business. The sales surge was led primarily by the Chrysler 200, where 874 sales were reported in October 2012, compared with 405 in October 2011. This represents a 116 per cent increase, as well as an October sales record. The peppy, yet fuel efficient Fiat 500 experienced a double-digit sales increase of 17 per cent with 474 units sold in October 2012, compared with 405 sold in the same month, one year ago. Since launch, the all-new Dodge Dart continues to see steady, yet significant increases in sales volume, as consumer demand, awareness and production capacity ramp up. 708 Dodge Darts were sold in October 2012. This represents a month-over-month increase of 17 per cent.

The popularity and desirability of the Jeep Wrangler continues to build in Canada, as this iconic vehicle surpassed monthly sales records in virtually every month this year. Most recently, Jeep Wrangler recorded a 22 per cent increase in October 2012, setting a monthly sales record with 1,154 products sold, compared with 949 sold in the same month, one year ago.

The longest lasting line of pickup trucks in Canada keeps growing strong with 5,431 Ram truck sales recorded for the month of October, 2012 compared with 5,282 sold in the same period of 2011. This represents not only a 3 per cent sales increase, but also marks an October sales record.

Sales Charts:

October Sales	October 2012	October 2011	% Change
Total Volume	17,504	17,049	3%

Model Highlights	October 2012	October 2011	% Change

Ram Pick-up	5,431	5,282	3%	Record October
Jeep Wrangler	1,154	949	22%	Record October
Chrysler 200	874	405	116%	Record October
Fiat 500	474	405	17%	Record October
Passenger Car	2,693	2,348	15%	

CYTD Sales	October 2012	October 2011	% Change
Total Volume	212,076	200,120	6%

Model Highlights	October 2012	October 2011	% Change
Ram Pick-up	57,464	52,684	9%
Jeep Wrangler	16,868	14,002	20%
Chrysler 200	11,973	5,252	128%
FIAT 500	7,603	4,769	59%
Passenger Car	36,880	28,727	28%

#2 selling vehicle in Canada

About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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