

## **Chrysler is again at the Top Spot as Number One Seller of Vehicles in Canada**

- 39 consecutive months of year-over-year sales growth – longest growth streak in company's history
- Best February sales since year 2000
- 16,832 vehicles sold; an increase of 2 per cent over February 2012 sales
- February sales records set for Jeep Wrangler, Chrysler 200, Ram trucks and Chrysler Town & Country
- Passenger car sales up 16 per cent over February 2012
- Ram pickup and Dodge Grand Caravan are the #2 and #4 best-selling vehicles in Canada

February 28, 2013, Windsor, Ontario - Chrysler Canada today announced its 39th consecutive month of year-over-year sales growth, representing the longest sales streak in the company's history. February 2013 sales were 16,832 compared with 16,536 vehicles sold in February, 2012, which represents a 2 per cent increase.

These sales results maintain Chrysler Canada's position as the number one seller of vehicles in the country for the first two months of 2013.

"Our strong Ram truck sales fortify why the 2013 Ram 1500 recently received a triple crown win of prestigious automotive awards (North American Truck/Utility of the Year, Motor Trend Truck of the Year and Truck of Texas)," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "Not to be outdone, our passenger car sales continue to perform equally strong, as evidenced by a 16 per cent sales improvement compared to the same month, one year ago... thanks in great part to the Chrysler 200, Dodge Avenger, Fiat 500 and Dodge Dart"

### **Sales Highlights:**

Passenger car sales have been on the rise for Chrysler Canada since 2011, with significant annual year-over-year increases of 23 per cent in 2011 and 33 per cent in 2012. February 2013 saw an increase in passenger car sales of 16 per cent, with 2,794 units sold, compared with 2,410 sold in the same month, one year ago. Chrysler's mid-sized car sales continue to accelerate in the Canadian marketplace, with Dodge Avenger results soaring 65 per cent compared with the same month in 2012. Chrysler 200 set another monthly sales record with 690 vehicles sold in February 2013, compared with 679 sold in February, 2012. Combined sales of Dodge Avenger and Chrysler 200 led Chrysler Canada to be the best-seller of mid-size cars in the country for 2012.

Jeep Wrangler continues to exceed month-over-month sales results, reinforcing that the iconic 4x4 is as popular as ever. In February of 2013, 1,146 consumers chose Jeep Wrangler as their new vehicle, compared with 1,131 in the same month of 2012. This represents an increase of 1 per cent and a monthly sales record.

The Canadian-built Chrysler Town & Country, which offers seven-passenger seating, class-leading storage and seating combinations, along with a standout combination of luxury and value, also enjoyed another monthly record, with February sales of 579, compared with 116 sales in the same month, one year ago. This represents a 399 per cent increase. Also built in Windsor, Ontario, Dodge Grand Caravan remains Canada's fourth best-selling vehicle, amongst nearly 300 nameplates sold in the country. Combined, the Chrysler and Dodge brands have sold more than 13.5 million minivans around the world over the last 29 years.

The Ram brand is committed to changing the game by bringing to market the most competitive, most technologically advanced, most capable and best-looking line of trucks in the industry. Ram has been in major, full-growth mode lately with back-to-back introductions that started in the fall with all-new Ram 1500 and most recently, the all-new Ram 3500 Heavy Duty. In February 2013, Ram set a monthly sales record with 5,106 trucks sold, compared with 4,737 sold in February of 2012. This represents an increase of 8 per cent.

**Sales charts:**

February	February 2013	February 2012	% Change
Total Volume	16,832	16,536	2%

Model Highlights	February 2013	February 2012	% Change	
Ram Pickup	5,106	4,737	8%	Record February
Jeep Wrangler	1,146	1,131	1%	Record February
Chrysler 200	690	679	2%	Record February
Chrysler Town & Country	579	116	399%	Record February
Dodge Avenger	529	320	65%	
Passenger Car	2,794	2,410	16%	

CYTD Sales	February 2013	February 2012	% Change
Total Volume	33,845	33,120	2%

Model Highlights	February 2013	February 2012	% Change	
Ram Pick-up	10,511	9,082	16%	#2 selling vehicle in Canada
Chrysler Town & Country	1,198	306	292%	
Jeep Wrangler	2,194	1,860	18%	
Passenger Car	5,360	4,937	9%	

**About Chrysler Canada:**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. 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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