

## **Chrysler Group LLC Reports October 2014 U.S. Sales Increased 22 Percent; Best October Sales Since 2001**

- 55th-consecutive month of year-over-year sales gains
- Chrysler, Jeep®, Ram Truck and FIAT brands each post sales gains in October compared with same month a year ago
- Jeep brand sales up 52 percent; best ever October sales
- Nine Chrysler Group vehicles record best ever October sales
- Chrysler 200 sales up 40 percent; best ever October sales
- Every Chrysler, Jeep, and Ram Truck brand vehicle experienced year-over-year growth in October
- Chrysler Group LLC earns nine awards at Texas Truck Rodeo; Jeep Grand Cherokee wins 'SUV of Texas' for fifth-consecutive year

November 3, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 170,480 units, a 22 percent increase compared with sales in October 2013 (140,083 units), and the group's best October sales since 2001.

The Chrysler, Jeep®, Ram Truck and FIAT brands each posted year-over-year sales gains in October compared with the same month a year ago. The Jeep brand's 52 percent increase was the largest sales gain of any Chrysler Group brand and the brand's best ever sales in the month of October. The group extended its streak of year-over-year sales gains to 55-consecutive months.

"Chrysler Group sales increased 22 percent in October, our eighth month of double-digit growth this year and our 55th-consecutive month of year-over-year sales gains," said Reid Bigland, Head of U.S. Sales. "Chrysler Group is the industry's fastest-growing automaker driven in part by sales of our all-new Jeep Cherokee and Chrysler 200 mid-size sedan, and by the strong consumer demand for our award-winning Ram pickup trucks."

Nine Chrysler Group vehicles recorded their best ever October sales, including the all-new Jeep Cherokee, Jeep Wrangler, Chrysler 200, Dodge Challenger, and Dodge Dart compact car. Sales of the 200 mid-size sedan were up 40 percent compared with the same month a year ago. The Jeep and Ram Truck brands recorded the largest percentage sales gains of Chrysler Group brands in October.

Chrysler Group finished the month of October with a 84 days supply of inventory (530,338 units). U.S. industry sales figures for October are internally projected at an estimated 16.9 million units Seasonally Adjusted Annual Rate (SAAR).

### **Jeep® Brand**

Sales of the Jeep brand – the fastest-growing brand in the industry – were up 52 percent, the brand's best sales performance ever in the month of October. The Jeep brand's 52 percent increase was the largest percentage sales gain of any Chrysler Group brand for the month and its 13th-consecutive month of year-over-year sales gains. The Jeep brand has set a sales record in each month this year, including its all-time sales record in May. The Jeep Cherokee, Wrangler and Patriot each logged their best ever October sales. The all-new Cherokee was the brand's highest-volume seller for the second-consecutive month. Sales of the flagship Jeep Grand Cherokee were up 5 percent, its best October sales since 2003.

The Jeep brand won all five categories entered, including the coveted "SUV of Texas," in the 2014 Texas Auto

Writers Association (TAWA) Texas Truck Rodeo last month. The Grand Cherokee took home the “SUV of Texas” award for the fifth-consecutive year, as well as “Mid-Size SUV of Texas.” The Grand Cherokee Summit was named “Luxury Mid-Size SUV of Texas.” The Wrangler earned “Off-Road Utility Vehicle of Texas” while Cherokee was named “Compact SUV of Texas.” The 3.0-liter EcoDiesel in the Grand Cherokee and Ram 1500 won “Best Powertrain” in the competition.

### **Ram Truck Brand**

Sales of the Ram pickup were up 33 percent in October, its 54th-consecutive month of year-over-year sales gains. It was the pickup truck’s best October sales since 2003. Ram Light Duty sales increased 34 percent in October while Ram Heavy Duty pickups were up 33 percent. Ram Truck brand sales, which include the Ram ProMaster van and Ram Cargo Van, were up 36 percent in October, the brand’s best October sales in 10 years. Both the ProMaster and Cargo Van recorded their best ever sales for the month of October.

The Ram Truck brand took home two awards from TAWA’s Texas Truck Rodeo last month. The Ram 2500 won “Heavy Duty Truck of Texas” for the second-consecutive year, while the Ram Power Wagon earned the “Off-Road Truck of Texas” award. More than 60 TAWA members cast their votes after the two-day competition involving on- and off-road vehicle evaluations. The 3.0-liter EcoDiesel in the Ram 1500 and Jeep Grand Cherokee won for “Best Powertrain.”

### **Chrysler Brand**

Chrysler brand sales were up 17 percent, the brand’s best October sales since 2007. The brand’s increase was driven largely by the Chrysler 200 sedan. Sales of the 200 were up 40 percent, the mid-size sedan’s best ever sales in the month of October. The all-new 2015 Chrysler 200 earned a five-star overall safety rating from the U.S. National Highway Traffic Safety Administration (NHTSA) in October. Five stars is the highest possible safety rating given by NHTSA. This five-star rating complements Top Safety Pick+ status given to all-new 200 by the Insurance Institute of Highway Safety in August. Sales of the Chrysler Town & Country were up 4 percent, the minivan’s best October sales since 2007. Chrysler 300 sedan sales increased 9 percent year-over-year in October.

### **FIAT Brand**

FIAT brand sales were up 1 percent in October, its best October sales since the brand was re-introduced in the U.S. in 2011. The brand’s increase was driven by the 18 percent year-over-year increase in Fiat 500 sales. It was the 500’s best October sales since 2012. Sales of the Fiat 500L were up 48 percent compared with the previous month of September, but were down year over year in October. Sales of the 500L resumed in late September following a recall that affected an estimated 29,500 vehicles in the U.S. and Canada.

### **Dodge Brand**

The Dodge Challenger, Dart and Journey each logged their best ever October sales. The Dart’s 28 percent increase was the largest percentage sales gain of any Dodge brand model in the month. Challenger sales, up 27 percent in October, included the new 2015 Challenger lineup. The Dodge brand received 4,000 orders for the 2015 Dodge Challenger SRT Hellcat when the ordering system was opened for Dodge dealers last month. The brand now has more than 5,000 orders. In addition to the Hellcat, the full Challenger lineup – SXT, R/T, R/T Scat Pack, and SRT 392 models – has been extremely well received.

The Journey mid-size crossover recorded its best ever October sales with a 9 percent year-over-year increase. Dodge Viper sales were up 16 percent in October as well, reflecting the repositioning of the iconic Detroit-built supercar for 2015. Dodge brand sales were down 8 percent compared with the same month a year ago.

### **Chrysler Group LLC U.S. Sales Summary October 2014**

Model	Month Sales		Vol % Change	Sales CYTD		Vol % Change
	Curr Yr	Pr Yr		Curr Yr	Pr Yr	
500	2,806	2,378	18%	29,422	31,372	-6%
500L	919	1,296	-29%	9,804	5,044	94%
<b>FIAT BRAND</b>	<b>3,725</b>	<b>3,674</b>	<b>1%</b>	<b>39,226</b>	<b>36,416</b>	<b>8%</b>
200	11,675	8,348	40%	86,817	111,207	-22%

300	4,935	4,542	9%	44,519	48,728	-9%
Town & Country	10,936	10,562	4%	119,276	101,263	18%
<b>CHRYSLER BRAND</b>	<b>27,546</b>	<b>23,452</b>	<b>17%</b>	<b>250,612</b>	<b>261,198</b>	<b>-4%</b>
Compass	4,301	4,176	3%	52,219	45,912	14%
Patriot	6,524	5,581	17%	76,482	64,491	19%
Wrangler	13,665	11,780	16%	147,733	131,721	12%
Cherokee	15,715	579	2614%	143,848	579	24744%
Grand Cherokee	14,993	14,263	5%	151,303	142,960	6%
<b>JEEP BRAND</b>	<b>55,198</b>	<b>36,379</b>	<b>52%</b>	<b>571,585</b>	<b>391,764</b>	<b>46%</b>
Dart	7,202	5,617	28%	67,965	71,453	-5%
Avenger	1,347	5,406	-75%	50,710	84,005	-40%
Charger	6,967	7,864	-11%	79,108	81,206	-3%
Challenger	4,140	3,256	27%	42,516	45,833	-7%
Viper	80	69	16%	626	495	26%
Journey	6,935	6,373	9%	77,621	71,162	9%
Caravan	9,986	11,609	-14%	114,057	103,179	11%
Durango	4,855	5,120	-5%	52,866	49,770	6%
<b>DODGE BRAND</b>	<b>41,512</b>	<b>45,314</b>	<b>-8%</b>	<b>485,469</b>	<b>507,148</b>	<b>-4%</b>
Ram P/U	39,834	29,846	33%	359,702	292,633	23%
Cargo Van	942	848	11%	8,232	7,357	12%
ProMaster Van	1,723	570	NEW	11,713	570	NEW
<b>RAM BRAND</b>	<b>42,499</b>	<b>31,264</b>	<b>36%</b>	<b>379,647</b>	<b>300,560</b>	<b>26%</b>
<b>TOTAL CHRYSLER GROUP LLC</b>	<b>170,480</b>	<b>140,083</b>	<b>22%</b>	<b>1,726,539</b>	<b>1,497,086</b>	<b>15%</b>
<b>TOTAL CAR</b>	<b>39,152</b>	<b>37,480</b>	<b>4%</b>	<b>401,683</b>	<b>474,344</b>	<b>-15%</b>
<b>TOTAL TRUCK</b>	<b>131,328</b>	<b>102,603</b>	<b>28%</b>	<b>1,324,856</b>	<b>1,022,742</b>	<b>30%</b>

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