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## **Key New Chrysler LLC Car, Truck, and SUV Sales Grow; New Day Value Packages Align Needs and Wants of Customers**

- Dodge brand car sales rise 6 percent year-over-year on strength of Dodge Avenger and Caliber
- Chrysler brand truck sales led by rising sales of the all-new Chrysler Town & Country and Aspen
- The all-new Jeep® Patriot sales of 5,195 units mark the vehicles' best month ever
- New Day vehicles appeal to buyers looking for solid value, popular feature packages and high quality

March 3, 2008, Auburn Hills, Mich. - Chrysler LLC today reported total February 2008 sales of 150,093 units which is 14 percent below the same period last year. This includes a significant reduction in fleet and reflects the company's ongoing commitment to reduce daily-rental fleet vehicle sales. All sales figures are reported as unadjusted.

"While the auto industry is experiencing the impact of slow economic growth, Chrysler LLC February results reflect progress within each brand," Vice Chairman and President Jim Press said. "The positive numbers for Dodge cars, the all-new Chrysler Town & Country and the Jeep® Patriot prove our renewed focus on consumer feedback, such as the demand for good fuel economy, is resonating—and translating into sales of our New Day Value Packages."

In addition, Press added: "While becoming a more agile company, we're developing a more personalized relationship with our customers and strengthening collaboration with our dealer partners. It's the sum total of their feedback that will guide the evolution of our dynamic product lineup and really make it a New Day—and a new era—at Chrysler LLC."

February sales highlight strong core products like the Dodge Caliber—offering good mileage at a low price. Increased sales of Dodge Caliber (up 10 percent), and Dodge Avenger (up 60 percent), demonstrate Chrysler's strong positioning in the all-important car market, offering customers what they are looking for now more than ever—vehicles with high quality, great performance and tremendous value.

Chrysler brand truck sales were led by the Chrysler Town & Country, which posted sales of 11,952 units for February, representing a 1 percent increase versus the same period last year. Chrysler Aspen sales increased 31 percent with 2,879 units compared with February 2007 when sales were 2,202 units.

The all-new Jeep Patriot set a new sales record for the month of February with 5,195 units sold. The vehicle is one of Chrysler's recently introduced models that achieve 28 miles per gallon or better in highway driving.

Chrysler LLC and its Dealer Advertising Association launched the New Day Celebration campaign last month in 55 regional markets. Solid February sales of the 12 vehicles featuring New Day Value Packages, including the Dodge Caliber, Dodge Avenger, and Chrysler Sebring—all developed in response to input from customers and dealers—affirm Chrysler's new direction to listen intently, move quickly and offer the best value in the American market.

The all-new 2009 Dodge Journey continues to arrive in showrooms in March. Dodge Journey is a global vehicle that meets life's changing demands by offering five or seven passenger seating and a choice of four or six cylinder engines. Dodge Journey arrives to market with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$19,985 (including \$625 destination).

The Company finished the month with 436,399 units of inventory, or a 73-day supply. Inventory is down by 11 percent compared with February 2007 when it was at 492,230 units.

## About Chrysler LLC

Chrysler LLC, headquartered in Auburn Hills, Mich., produces Chrysler, Jeep, Dodge and Mopar® brand vehicles and products. Total sales worldwide in 2007 were 2.68 million vehicles. In 2007, Chrysler sold more vehicles outside North America than ever before in the Company's history, with an increase 15 percent over 2006. The Company's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Dodge Charger.

### Chrysler LLC U.S. Sales Summary Thru February 2008

<u>Model</u>	<u>Month Sales</u>		<u>Vol %</u>	<u>Sales CYTD</u>		<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	11,056	5,744	92%	20,234	12,629	60%
300	9,207	10,413	-12%	16,957	19,000	-11%
Crossfire	148	1,286	-88%	272	1,603	-83%
PT Cruiser	5,537	8,485	-35%	10,299	16,802	-39%
Aspen	2,879	2,202	31%	5,449	4,348	25%
Pacifica	930	6,137	-85%	1,827	9,994	-82%
Town & Country	11,952	11,845	1%	21,043	23,222	-9%
<b>CHRYSLER BRAND</b>	<b>41,709</b>	<b>46,112</b>	<b>-10%</b>	<b>76,081</b>	<b>87,598</b>	<b>-13%</b>
Compass	2,879	4,071	-29%	5,564	8,036	-31%
Patriot	5,195	644	707%	9,684	819	1082%
Wrangler	7,088	9,240	-23%	13,225	18,194	-27%
Liberty	7,350	7,588	-3%	15,681	14,729	6%
Grand Cherokee	7,163	10,823	-34%	14,991	20,458	-27%
Commander	2,568	5,410	-53%	6,234	10,901	-43%
<b>JEEP BRAND</b>	<b>32,243</b>	<b>37,776</b>	<b>-15%</b>	<b>65,379</b>	<b>73,137</b>	<b>-11%</b>
Caliber	10,937	9,900	10%	21,822	18,572	17%
Avenger	8,306	5,205	60%	15,491	6,489	139%
Charger	9,750	10,776	-10%	17,722	18,216	-3%
Viper	90	55	64%	163	99	65%
Magnum	1,862	3,133	-41%	4,204	5,442	-23%
Dakota	2,617	5,172	-49%	4,693	8,988	-48%
Ram P/U	22,642	28,633	-21%	42,544	53,012	-20%
Journey	742	0	0%	742	0	0%
Caravan	11,072	16,375	-32%	19,167	34,968	-45%
Durango	2,734	4,516	-39%	6,567	10,228	-36%

Nitro	4,255	5,974	-29%	10,374	12,165	-15%
Sprinter	1,134	627	81%	2,536	1,377	84%
<b>DODGE BRAND</b>	<b>76,141</b>	<b>90,618</b>	<b>-16%</b>	<b>146,025</b>	<b>170,079</b>	<b>-14%</b>
<b>TOTAL CHRYSLER LLC</b>	<b>150,093</b>	<b>174,506</b>	<b>-14%</b>	<b>287,485</b>	<b>330,814</b>	<b>-13%</b>
<b>TOTAL CAR</b>	<b>51,499</b>	<b>47,398</b>	<b>9%</b>	<b>97,262</b>	<b>83,903</b>	<b>16%</b>
<b>TOTAL TRUCK</b>	<b>98,594</b>	<b>127,108</b>	<b>-22%</b>	<b>190,223</b>	<b>246,911</b>	<b>-23%</b>
<b>Selling Days</b>	25	24		50	49	

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