

Chrysler Canada Posts 53 per cent Sales Increase in May

- Sixth consecutive month of year-over-year growth
- Minivan sales nearly double last year's rate
- Car sales up 57 per cent
- Fuel-efficient compact vehicles soar 140 per cent
- Ram Trucks on track for a record year
- Only automaker with two vehicles in the country's top five selling nameplates

May 31, 2010, Windsor, Ontario -

Chrysler Canada today celebrated a 53 per cent sales increase over May 2009, with 20,887 units sold (May 2009: 13,657 units). Calendar year to date (CYTD), Chrysler Canada sales are 28 per cent ahead of last year's level on the strength of a solid product offering and soaring confidence in the company. For the sixth consecutive month, retail sales increased more than 20 per cent.

"After awhile things have a tendency to get old, but retail sales up over 20 per cent for the last six months in a row isn't one of them," said Reid Bigland, President and CEO of Chrysler Canada. "Sales of our current vehicles are booming and orders for our all-new Jeep® Grand Cherokee are quite strong - the additional manufacturing shift can't come soon enough."

Sales Highlights

Four Chrysler Canada vehicles recorded their best-ever May sales results - Dodge Journey, Ram pickup, Jeep Wrangler, and Dodge Challenger.

Sales of the Ram pickup were 26 per cent over the May 2009 level, with 4,401 units sold (May 2009: 3,505). Ram sales exceeded the previous month-of-May record, set in 2007, by a solid 13 per cent.

Canada's No. 1 selling crossover - the Dodge Journey - posted sales of 1,903 units, an increase of 56 per cent over the same month last year.

Minivan sales continued to skyrocket, nearly doubling last year's pace with 5,773 vehicles sold (May 2009: 2,993 units). The Dodge Grand Caravan is the No. 2 selling vehicle in the country and the company's highest-selling model.

Jeep Brand vehicles posted a sales increase of 74 per cent over May 2009. Jeep Wrangler sales grew 94 per cent on 1,566 units sold. The fuel-efficient Jeep Compass and Jeep Patriot saw sales increases of 59 and 141 per cent respectively.

Sales of Chrysler Canada cars grew 57 per cent, led by the fuel-sipping Dodge Caliber. The Caliber recorded sales of 1,741 units, up 188 per cent compared with the same month last year. The Brampton-built Chrysler 300, Dodge Charger and Dodge Challenger also had an extremely strong month, with combined sales of 1,404 units, an increase of 41 per cent over last year.

June Incentive Program

Chrysler Canada is pleased to announce for the month of June our best incentive offers of the year. Dealers across Canada will be holding special sales events to promote the company's "National Minivan" Sales Event and the "Month of Ram" Sales Event. To further build on the sales momentum of the company's two best-selling vehicle lines,

Chrysler Canada will be increasing customer discounts by up to \$2,000.

"May sales were an absolute blow-out," said Dave Buckingham, Vice President of Sales, Chrysler Canada. "To keep momentum growing on our most award-winning pickup ever, we are upping the ante with our best deal of the year on the 2010 Ram 1500."

Chrysler Canada continues to offer the most compelling purchase finance options in the industry, which are combinable with all retail discounts: the industry-first variable prime rate of 2.25 per cent up to 84 months or zero per cent up to 36 months on nearly every 2010 Chrysler, Jeep, Dodge, or Ram vehicle.

Canadians are encouraged to visit their local Chrysler Jeep Dodge Ram dealership to see Chrysler Canada's full lineup of award-winning and segment-leading vehicles, including the all-new 2010 Motor Trend Truck of the Year - Ram Heavy Duty; the most awarded Ram ever - Ram 1500; the No. 1 selling minivan - Dodge Grand Caravan; the No. 1 selling crossover - Dodge Journey; and the most fuel-efficient and affordable 4x4 in Canada - Jeep Patriot.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 85th anniversary in 2010. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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