

Chrysler Canada Reports Highest July Sales since 1997

- Eighth consecutive month of year-over-year growth
- Calendar year to date (CYTD) sales up 37 per cent
- All-time sales record for Ram Pickup, Dodge Grand Caravan, Dodge Journey
- Best July sales ever for Jeep® Wrangler

August 3, 2010, Windsor, Ontario - Chrysler Canada today announced total sales of 22,319 for the month of July, an increase of 40 per cent compared with July 2009 (July 2009: 15,958). This figure represents the best results for the month of July since 1997. Two of the top three selling nameplates in the country are Chrysler Canada vehicles - the Dodge Grand Caravan (#2) and the Ram Pickup (#3).

"These numbers really speak for themselves," said Reid Bigland, President and CEO - Chrysler Canada. "In June our sales were up in excess of 100 per cent and now this is our best July in over a decade. When you couple these sales numbers with Corporate operating profits in the first and second quarters of this year, I don't think there is any doubt that our restructuring efforts last year and alliance with Fiat are paying early dividends."

Sales Highlights

"During July, we smashed many of our previous sales records," said Dave Buckingham, Vice President of Sales - Chrysler Canada. "While fleet sales continue to be solid, our real strength has been in incredibly robust retail sales at our dealerships."

July Highlights

July Sales	July 2010	July 2009	% Change
Total Volume	22,319	15,958	40%

Model Highlights	July 2010	July 2009	% Change	
Ram Pick-up	6,436	2,421	166%	All-time sales record
Grand Caravan	6,083	3,014	102%	All-time sales record
Dodge Journey	2,268	1,553	46%	All-time sales record
Jeep Wrangler	1,483	524	183%	Record July Sales

CYTD Highlights

CYTD Sales	July 2010	July 2009	% Change
Total Volume	127,793	93,348	37%

Model Highlights	July 2010	July 2009	% Change	
Grand Caravan	34,612	20,855	66%	#2 nameplate in Canada YTD
Ram Pick-up	31,746	16,928	88%	#3 nameplate in Canada YTD
Dodge Journey	12,792	8,102	58%	#1 cross-over in Canada YTD
Jeep Wrangler	7,655	4,302	78%	

The Ram pickup beat its own all-time sales record, set in April of this year, with sales of 6,436, an increase of 166 per

cent over July 2009 sales of 2,421. With calendar year to date sales through July of 31,746, the Ram is up a significant 24 per cent over the vehicle's previous 2007 record for the same time period.

Dodge Grand Caravan also beat its previous all-time record on sales of 6,083, climbing 102 per cent compared with July 2009. Calendar year to date, the company has sold more Dodge Grand Caravan vehicles in this time period than its previous record set eight years ago.

Sales of the Dodge Journey soared 46 per cent over July 2009, with 2,268 units sold (July 2009: 1,553). This represents yet another all-time sales record.

The legendary Jeep® Wrangler set a sales record for the month of July with 1,483 units sold, up 183 per cent versus July 2009.

August Incentive Program

In July Canadians showed their interest in the company's great products and endorsed Chrysler Canada's value-priced incentive offers by purchasing more new Ram Truck, Dodge Grand Caravan and Dodge Journey vehicles than during any other month on record.

With retail sales up over 50 per cent versus last year, Chrysler Canada is pleased to announce the extension of all retail incentive offers through the end of August. With great offers like this being continued for one final month, 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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