

Chrysler Canada Sales Up 16 per cent for April 2011

- 17 consecutive months of sales growth
- Second strongest April sales since 2002
- All-time sales records for Jeep Wrangler and Dodge Journey
- Passenger Car sales up 45 per cent year-over-year
- Jeep brand sales up 47 per cent
- Three of the Top Ten best-selling vehicles in Canada for the month of April are the Dodge Caravan, Ram truck and Dodge Journey

May 2, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 17th consecutive month of sales growth, reporting total sales of 23,837 for the month of April 2011, compared with 20,630 in April 2010. Total April sales represented a gain of 16 per cent over the same period one year ago.

"With car sales surging 45 per cent during the month, it was truly a balanced sales attack," said Reid Bigland, President & CEO of Chrysler Canada. "At \$1.40/litre for gas, Canadian consumers are rapidly discovering the fuel economy improvements we have made to our vehicles such as our 42 mpg compact Jeeps, the 44 mpg Chrysler 200 and 55 mpg Fiat 500 to name only a few."

Sales Highlights

Celebrating its 70th anniversary this year, the Jeep brand saw a sales increase of 47 per cent in April 2011 compared to April 2010. The iconic Jeep Wrangler set an all-time record in April with 1,901 sales, which represents an 86 per cent increase over the same period last year. The all-new Jeep Grand Cherokee sales more than tripled year-over-year, with 1,060 units.

Canada's best-selling crossover, the fuel-efficient Dodge Journey posted an all-time sales record with 3,507 units, representing a 75 per cent increase over April, 2010. Chrysler Canada continues to be the only manufacturer to have three of the top 10 best-selling vehicles in the country this month with Dodge Grand Caravan, Ram truck and Dodge Journey.

April was a solid month for passenger cars in Canada, posting double-digit percentage sales growth with 5,221 units. The increase was led by the Chrysler 200 sedan with 805 cars, thus tripling the sales of its predecessor year over year. Dodge Avenger recorded 866 sales, representing a jump of 72 per cent over the same period, one year ago.

The all-new perfectly-timed Fiat 500 is proving to be well-suited to the Canadian marketplace as evidenced by sales of 889 units for the month.

"The 16 all-new or significantly refreshed models we introduced during 2010 continue to resonate very well with consumers," said Dave Buckingham, Vice-President of Sales, Chrysler Canada. "2011 marked the second strongest April sales results since 2002."

April Sales	April 2011	April 2010	% Change
Total Volume	23,837	20,630	16%

Model Highlights	April 2011	April 2010	% Change	
Dodge Journey	3,507	2,001	75%	All-time record month
Jeep Wrangler	1,901	1,025	86%	All-time record month

Jeep Grand Cherokee	1,060	307	245%
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CYTD Sales	April 2011	April 2010	% Change
Total Volume	73,633	66,085	11%

Model Highlights	April 2011	April 2010	% Change	
Dodge Grand Caravan	18,895	18,518	2%	#2 selling vehicle YTD
Ram Pick-up	18,163	16,029	13%	#3 selling vehicle YTD
Dodge Journey	11,123	7,026	58%	#1 selling crossover YTD

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 86th anniversary in 2011. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

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