

Chrysler Canada Reports Best October Sales Since 2002

- 23 months of consecutive sales growth
- Best October since 2002
- Total sales for the month of 17,049; up 12 per cent from 2010
- Sales records set for Ram truck, Chrysler Town & Country and Jeep Wrangler
- Ram truck sales up 53 per cent
- All-new Canadian made Chrysler 300 and Dodge Charger sales double

October 31, 2011, Windsor, Ontario - Chrysler Canada today announced the company's 23rd month of consecutive sales growth, reporting sales of 17,049 for the month of October 2011 compared with 15,168 in October 2010. October sales were up 12 per cent versus one year ago, representing the company's best October sales since 2002.

"We had another great month with our best October in a decade," said Reid Bigland, President and CEO of Chrysler Canada. "Add to that, a prestigious Canadian award from the Automobile Journalists Association of Canada, naming Dodge Journey the best new CUV under \$35,000 and 2011 is turning out to be quite a memorable year for Chrysler Canada!"

Sales Highlights:

As they did in September, passenger car sales doubled in October, led by the all-new, made-in-Canada, Chrysler 300 and Dodge Charger with sales gains of 127 and 110 per cent respectively, over the same period one year ago. The aggressive new interior and exterior styling of these products, coupled with the new 8-speed transmission offering on the V6, the new SRT8 models and the new AWD V6 are resonating very well with consumers as evidenced by the sales results.

Records were set in October for Ram truck with 5,282 units, up 53 per cent from the same period in 2010. Ram truck remains the second best-selling vehicle in Canada and more than 10 million trucks have been sold worldwide. More pickup truck owners are switching to Ram 1500 than any other light duty pickup on the market and Ram truck continues to experience the greatest gains in market share for 2011.

Chrysler brand sales soared in October, up 97 per cent. The made-in-Canada, Chrysler Town & Country minivan set an October sales record with 493 units sold, compared to 452 sold in October 2010. Consumers are responding very well to the all-new, best-in-class horsepower, 3.6L Pentastar engine for improved fuel economy.

Jeep Wrangler, the benchmark off-road vehicle, also set an October record with 949 sales, up 64 per cent over October 2010. The Jeep Wrangler, with its new 3.6L Pentastar V6 providing improved power, performance and fuel economy, has helped Wrangler reach a new level of capability. Jeep brand sales were up 9 per cent overall.

"The investment in 16 all-new or significantly refreshed products is really paying dividends in our sales results," said Dave Buckingham, Chief Operating Officer for Chrysler Canada. "We are picking up market share and we are on a 23 month growth streak, now we just have to finish the year with similar success."

Sales Charts:

October Sales	October 2011	October 2010	% Change
Total Volume	17,049	15,168	12%

Model Highlights	October 2011	October 2010	% Change	
Ram Pick-up	5,282	3,452	53%	All-time Record October sales
Chrysler Town &	493	452	9%	All-time Record October sales

Country				All-time Record October sales
Jeep Wrangler	949	577	64%	

CYTD Sales	October 2011	October 2010	% Change
Total Volume	200,120	175,240	14%

Model Highlights	October 2011	October 2010	% Change	
Ram Pick-up	52,684	44,969	17%	#2 selling vehicle in Canada YTD
Dodge Grand Caravan	46,971	46,979	0%	#3 selling vehicle in Canada YTD
Dodge Journey	25,259	19,772	28%	#1 selling crossover in Canada 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 is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar®, SRT and Fiat vehicles and products. 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 1500.

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