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Jeep® Sales Soar Nearly 62 Percent in Europe in 2011

- Jeep® brand sales up 61.8 percent in Europe in 2011 versus 2010, while industry declines 1.4 percent
- Largest gain among all brands
- Jeep sales increased 117.6 percent in Italy, 71.7 percent in France, 124 percent in Germany and 21.2 percent in Spain
- Jeep brand sales increased 41 percent globally in 2011; 44 percent in U.S.

January 16, 2012, Auburn Hills, Mich. - Sales of Jeep® brand vehicles rose 61.8 percent in Europe (the 27 member states of the European Union, plus the four European Free Trade Association countries) in 2011 versus 2010 – compared to an industry decline of 1.4 percent – according to numbers released by the European Automobile Manufacturers' Association (ACEA).

In 2011 in Italy, Jeep sales increased 117.6 percent versus 2010, with registrations increasing 71.7 percent in France, 124 percent in Germany, and 21.2 percent in Spain.

In December, Jeep sales rose 47.8 percent in Europe versus December 2010, while the industry declined 5.8 percent.

“The increase in Jeep sales in Europe is evidence that Chrysler Group’s integration with the Fiat Group is clearly working,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Much of the Jeep brand’s success in Europe can be attributed to a strengthened dealer network, as well as a rollout of new Jeep models for the European market – including the incorporation of Fiat’s fuel- and emissions-saving MultiJet II technology on the new 3.0-liter CRD engine that powers the Grand Cherokee.”

In addition to increases in Europe, Jeep brand sales rose 44 percent in the U.S. in 2011, and 41 percent globally.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group’s culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat’s complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group’s product lineup features some of the world’s most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, Dodge Durango, Ram 1500,

Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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