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Chrysler de Mexico Reports Strong Start of Sales for January 2012

- Chrysler de Mexico posts a monthly sales increase of 4 percent
- Jeep® Compass continues its sales success with gain of over 200 percent
- Dodge Charger sales quadruple for the month
- Ram Truck brand sales increase by 18 percent on strength of Crew Cab sales
- FIAT and Alfa Romeo brands gain a combined 370 percent

January 31, 2012, Mexico City, Mexico - Chrysler de Mexico today reported January 2012 sales of 7,516 units, a 4 percent increase compared with sales in January 2011.

“This new year marks a good beginning and continues improving our sales levels. We are on the right path, and we will bring new and exciting products to our customers, with state-of-the-art technology and avant-garde Italian design. We closed 2011 with great results, and 2012 will be better for us,” said Fred Diaz, President and Chief Executive Officer – Chrysler de Mexico and Ram Truck Brand, Chrysler Group LLC.

Among the highlights for the month is the Jeep® Compass, which continued its momentum in the market and posted a gain of 201 percent year-over-year with 410 units sold.

Sales for the Ram Truck brand also rose by 18 percent (1,403 units) versus the same month last year, led by the strong performance of Crew Cab models, which were up 51 percent to 414 units for January.

Dodge Charger sales increased by 400 percent to 75 units for the month, while the Chrysler 300C and the Chrysler 200 continue to gain in the marketplace.

FIAT and Alfa Romeo brand sales grew by 370 percent year-over-year. The Fiat 500, built in Toluca, Mexico, is up 345 percent for the month as compared to January 2011.

About Chrysler de Mexico

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has six plants located in Toluca and Saltillo, and one automotive engineering center located in Mexico City. Facilities include: Toluca Assembly Plant, Toluca Stamping Plant, Saltillo Truck Assembly Plant, Saltillo Engine Plant Ramos Arizpe, Saltillo Stamping Plant and Saltillo South Engine Plant. Chrysler de Mexico has been implementing World Class Manufacturing (WCM), a production methodology designed to reduce waste, increase productivity and restore dignity to the employees, in all of its plants since 2009.

The Toluca Complex provides body panels and final assembly for Dodge Journey, Fiat 500 and Fiat Freemont. The Saltillo facilities manufacture the 5.7-liter V-8 HEMI® engine, 6.4-liter V-8 HEMI engine and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, Ram 2500/3500, Ram Mega Cab, Ram 3500 Chassis Cab, Ram 4500/5500 and DX Chassis Cab (Mexican market) plus related body panels.

The Chrysler Automotive Engineering Center was created to develop, evaluate and test new vehicles to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology and engine and transmission dynamometers.

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