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Chrysler Mexico's Brands Continue With a Positive Sales Trend in February 2012

- Fiat and Alfa Romeo brands achieve more than 110 percent increase for Chrysler de Mexico
- Chrysler brand posts a 35 percent increase, led by Chrysler 300C up 300 percent
- Dodge brand sales up with Challenger and Charger posting a 500 percent increase

February 29, 2012, Mexico City - Chrysler de Mexico announced today its sales report for the month of February. Setting the trend for February are the Italian brands that have captured the minds of the Mexican consumers, achieving more than 110 percent increase this month.

"We are on an upward trend in sales this year and setting a new pattern in the efficiency and performance of our operations," said Fred Diaz, President and CEO of Chrysler de Mexico and President and CEO of Ram Brand, Chrysler Group LLC. "Our employees and dealers are working together in the continuous improvement process established by our new Corporate Culture emphasizing customer service."

Chrysler
Chrysler brand posted a sales increase of 35 percent in February 2012 over the same period in 2011 with sales of 376 units. The Chrysler 300C achieved best sales model, up 300 percent.

Jeep®
Top volume sales in February 2012 for the Jeep brand went to the Jeep Compass, up 70 percent, and Jeep Grand Cherokee, with an 8 percent increase over the same period in 2011.

Dodge
Dodge brand sales posted a 4 percent increase in February 2012 over the same month in 2011. Dodge Challenger and Charger models posted an increase of more than 500 percent this month as compared to February 2011.

Ram
The Ram brand continues a positive sales trend in February 2012 supported by its Ram 4000 up 25 percent, the H100 Wagon with an increase of 33 percent and a 41 percent increase for the H100 Van, compared with the same period in 2011.

Fiat/Alfa Romeo
Fiat and Alfa Romeo brands reported increased sales of 110 percent in February 2012, based on its Fiat Linea and the Fiat 500 models, compared with February 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 and increase productivity 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 and evaluate new vehicles as well as test them

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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