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Chrysler Group July U.S. Sales Surge 32 Percent, Achieve Highest Retail Sales Ever

Best July Results in Company's History

- Retail sales increase 38 percent to achieve highest retail month in history
- Chrysler brand sets new sales record with 32 percent increase, 61,193 units sold
- Jeep® brand hits new high water mark with 53 percent sales increase, 56,280 units sold
- Dodge powers its way to record sales with 23 percent increase

August 1, 2005, Auburn Hills, Mich. -

Driven by the strong and clear message of the *Employee Pricing Plus* program and one of the strongest product lineups in the industry, Chrysler Group sold 240,146 vehicles in July, representing a 32 percent increase over July 2004 sales of 189,619 units.

Retail sales of 217,081 units represent the single largest monthly retail total in the history of the Chrysler Group, an increase of 38 percent over July 2004 results.

Each of the automotive brands of the Chrysler Group, Chrysler, Jeep® and Dodge, experienced significant increases in sales that resulted in multiple nameplates establishing new sales records for July.

Chrysler brand posted sales of 61,193 units, an increase of 32 percent and an all-time sales record for the brand. July sales for Jeep brand products surged 53 percent to 56,280 units, the highest sales total for Jeep since its inception. The Dodge brand solidified its place as the volume leader for the company by posting sales of 122,673 units, a 23 percent improvement over 2004 results.

"Our July results were made possible by the 'perfect storm' of great products, clear and direct pricing, and strong messages that broke through the clutter. An improving economy nationwide also gave consumers the confidence to buy new cars and trucks," said Gary Dilts, Chrysler Group Senior Vice President – Sales. "We plan to continue offering *Employee Pricing Plus* on our remaining 2005 model year inventory with the supporting advertising that will grab customers' attention."

Sales of Chrysler Group products in key segments such as Minivans, Sports Tourers and Trucks posted strong results for July and solidified leadership positions in important categories.

Minivans

Led by the exclusive Stow 'n Go™ seating system, minivan sales continued their segment leadership and increased 59 percent to 45,624 units, compared to July 2004 sales of 29,842 units. Dodge Caravan was the minivan sales leader, posting sales of 23,969 units during July, an improvement of 36 percent over 2004 results. Chrysler Town & Country minivans posted sales of 21,655 units, an improvement of 95 percent over last year results and an all-time July sales record.

Sport-utility Vehicles

Sales of sport-utility vehicles for the company increased 38 percent, posting sales of 66,804 units. Jeep products led the way in the segment, with Jeep Liberty posting its highest July sales total ever with 20,245 units sold, an improvement of 22 percent over July 2004 sales. Jeep Grand Cherokee posted sales of 24,331 units, an increase of 85 percent. The signature nameplate of the Jeep brand and the originator of the sport utility segment, Jeep Wrangler, posted record sales of 11,704 units, a 66 percent surge over July 2004 results.

Trucks

Truck sales for the company totaled 64,217 units, an increase of 26 percent over July 2004 sales. Led by the company's nameplate volume leader and segment trend setter, the Dodge Ram posted record sales of 48,710 units, an increase of 26 percent over last year's sales. The all-new, re-designed Dodge Dakota delivered strong sales, with 13,567 units sold during July 2005, a 26 percent improvement over previous year's sales.

"The economy is beginning to show signs of momentum and consumer confidence is improving," said Dilts. "As other economic indicators including the stock market and unemployment continue to improve, customers continue to express more confidence about buying durable goods, like cars and trucks. Our product lineup is one of the youngest and freshest in the industry and we are pleased the market is responding."

Chrysler Group finished the month with 488,640 units of inventory, or a 53-day supply.

DaimlerChrysler Corporation U.S. Sales Summary Thru July 2005

<u>Model</u>	<u>Month Sales</u>		<u>DR %</u>	<u>Vol %</u>	<u>Sales CYTD</u>		<u>DR %</u>	<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Change</u>
Sebring	4,569	6,929	-32%	-34%	56,574	68,059	-16%	-17%
Concorde	0	334	-100%	-100%	210	3,551	-94%	-94%
300	10,596	12,915	-15%	-18%	84,167	53,708	58%	57%
Crossfire	1,364	1,269	12%	7%	9,014	8,905	2%	1%
PT Cruiser	13,077	8,828	54%	48%	78,625	71,451	11%	10%
Pacifica	9,932	6,222	66%	60%	54,694	46,107	20%	19%
Town & Country	21,655	11,558	95%	87%	122,293	82,872	49%	48%
CHRYSLER BRAND	61,193	48,055	32%	27%	405,577	334,653	23%	21%
Wrangler	11,704	7,323	66%	60%	52,155	52,032	1%	0%
Liberty	20,245	17,168	22%	18%	103,229	103,487	1%	0%
Grand Cherokee	24,331	13,682	85%	78%	131,865	108,800	23%	21%
JEEP BRAND	56,280	38,173	53%	47%	287,249	264,319	10%	9%
Neon	10,049	9,925	5%	1%	75,996	74,023	4%	3%
Stratus	4,112	4,596	-7%	-11%	64,302	63,344	3%	2%
Intrepid		444	NA	NA	298	6,878	-96%	-96%
Charger	5,495	0	0%	0%	11,690	0	0%	0%
Viper	104	151	-28%	-31%	897	1,135	-20%	-21%
Magnum	4,203	5,230	-17%	-20%	35,210	12,456	186%	183%
Dakota	13,567	11,191	26%	21%	69,116	66,881	5%	3%
Ram P/U	48,710	40,193	26%	21%	244,629	258,562	-4%	-5%
Caravan	23,969	18,284	36%	31%	150,239	149,651	2%	0%
Durango	10,524	12,004	-9%	-12%	72,671	82,308	-11%	-12%
Ram Van/Wagon	0	677	-100%	-100%	402	5,917	-93%	-93%
Sprinter Van	1,940	696	189%	179%	9,755	5,390	83%	81%

DODGE BRAND	122,673	103,391	23%	19%	735,205	726,545	2%	1%
TOTAL CHRYSLER GROUP	240,146	189,619	32%	27%	1,428,031	1,325,517	9%	8%
TOTAL CG CAR	38,272	38,362	4%	0%	316,797	290,137	10%	9%
TOTAL CG TRUCK	201,874	151,257	39%	33%	1,111,234	1,035,380	9%	7%
Selling Days	26	27			178	180		

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