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Chrysler de Mexico Sold 7,515 Units During August 2013

- FIAT sales rose 72 percent versus August 2012, marking its best sales month ever
- Jeep® Wrangler sales were up 44 percent, posting its best August since 2003
- Dodge Journey continues its positive sales stride, posting an increase of 6 percent

September 3, 2013, Mexico City - Chrysler de Mexico reached a total of 7,515 units during August 2013.

"FIAT continues with its double-digit growth sales trend, marking this the best sales month for the brand since its launch," said Bruno Cattori, President & CEO Chrysler de Mexico. "For Dodge Journey, this marks the second best month of sales during 2013. We achieved good results with Jeep® Wrangler and Jeep Grand Cherokee, at the end of this month Ram 4000 and Ram 1500 will be arriving to dealerships, which will help to solve the availability problem in Ram lineup."

Chrysler Brand

Chrysler brand sold 308 units during August 2013

Jeep Brand

Jeep brand sold 1,754 units, led by Jeep Wrangler with 202 units sold, an increase of 44 percent versus prior year and marking its best August since 2003; meanwhile the Jeep Grand Cherokee reported a 28 percent sales increase versus August 2012.

Dodge Brand

Dodge brand sales continued to grow, posting 2,970 units sold this month. Dodge Journey and Dodge Dart contributed to the sales increase with 1,113 units and 198 units sold, respectively. Dodge i10 reported sales of 973 units.

Ram Truck Brand

Ram truck brand totaled sales of 835 units.

FIAT and Alfa Romeo Brands

FIAT and Alfa Romeo sales reached 831 units, a 72 percent increase compared to last year, fueled by the high demand for the Fiat 500, which reported sales of 306 units this month. Also, the Fiat Palio, Fiat Palio Adventure and Fiat Uno achieved its best sales month of 2013, posting sales of 183 units, 90 units and 100 units respectively.

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. Since 2009, Chrysler de Mexico has been implementing World Class Manufacturing (WCM) — a production methodology designed to reduce waste — has increased productivity, and has restored dignity to the employees in all of its plants.

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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