

## Chrysler Canada Reports Best November Since 2001

- 48 consecutive months of year-over-year sales growth – longest growth streak in company's history
- 19,206 vehicles sold; an increase of 13 per cent over November 2012 sales
- November sales records set for Chrysler Town & Country and Ram trucks
- All-time monthly sales record set for Dodge Dart
- Jeep Cherokee registers 1,285 sales in its first full month of availability
- Best November since 2001 (12 years)
- Calendar-year-to-date (CYTD) sales of 244,570; an increase of 7 per cent, the best CYTD start since 2000 and already ahead of full year 2012 sales

December 2, 2013, Windsor, Ontario -

Chrysler Canada today announced its 48th consecutive month of year-over-year sales growth, representing the longest sales streak in the company's history. November 2013 sales were 19,206 compared with 17,013 vehicles sold in November 2012, representing a 13 per cent increase.

"The launch of the all-new 2014 Jeep Cherokee boosted our November sales to the highest since 2001," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "2013 is shaping up to be a great year for us as we have gained market share and will achieve our highest annual sales in over a decade. In its first month of availability, 1,285 Jeep Cherokee SUVs were sold and there's plenty of upside moving forward as consumers are grabbing these up faster than we can unload them onto our dealership lots."

### Sales Highlights:

The Jeep brand in Canada has seen its sales rise 34 per cent, compared with results from the same month of 2012. In the product's first full month of availability in Canada, the all-new 2014 Jeep Cherokee registered 1,285 sales. Jeep Cherokee redefines what consumers can expect from a mid-size SUV with its cutting edge design, class-exclusive nine-speed automatic transmission and legendary 4x4 capability. Jeep Grand Cherokee saw its sales rise 15 per cent in November 2013, compared with 995 sales in November, 2012. This is due in great part to the popularity of the diesel engine, which accounted for 15 per cent of total Jeep Grand Cherokee November sales. With a diesel engine, consumers can expect a best-in-class driving range of roughly 1,300 km/tank.

Passenger car sales were up by 9 per cent, compared with sales results from the same month in 2012. These sales results are in large part due to the success of our Dodge Dart that continues to gain momentum in the marketplace, this time with 1,347 sales recorded, marking the compact car's best sales month since its launch and an increase of 63 percent versus the same month in 2012.

The Chrysler Town & Country minivan continues to attract new buyers who appreciate its seating flexibility, concealed storage offerings, luxury appointments and safety features. After 30 years on the market, the Dodge and Chrysler minivans continue to dominate the competitors in the segment by a margin of six to one. November Chrysler Town & Country sales were 337 in 2013, compared with 217 in November of 2012. This represents an increase of 55 per cent as well as a monthly sales record.

Since its official debut last year, the new Ram 1500 has won nearly universal praise for its outstanding fuel efficiency,

industry-leading technology and customer-friendly features. In November 2013, Ram set a monthly sales record with 5,626 pickup trucks sold, compared with 5,183 sold in November of 2012. This represents a 9 per cent increase.

#### About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

#### Sales Charts:

<b>November</b>	<b>November 2013</b>	<b>November 2012</b>	<b>% Change</b>
Total Volume	19,206	17,013	13%

<b>Model Highlights</b>	<b>November 2013</b>	<b>November 2012</b>	<b>% Change</b>	
Ram Pickup	5,626	5,183	9%	Record November sales
Dodge Dart	1,347	824	63%	All-time record month
Chrysler Town & Country	337	217	55%	Record November sales
Dodge Grand Caravan	3,756	3,350	12%	
Jeep Cherokee	1,285	0		

<b>CYTD Sales</b>	<b>November 2013</b>	<b>November 2012</b>	<b>% Change</b>
Total Volume	244,570	229,089	7%

<b>Model Highlights</b>	<b>November 2013</b>	<b>November 2012</b>	<b>% Change</b>	
Ram Pick-up	73,353	62,647	17%	#2 selling vehicle in Canada
Jeep Grand Cherokee	10,705	9,733	10%	
Chrysler Town & Country	8,207	3,809	115%	
Passenger Car	45,976	39,682	16%	

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