

## **Chrysler de Mexico set a sales record for the year of 9,977 units during November 2013**

- FIAT brand sales rise 132 percent during November 2013; Best sales month ever
- Ram Truck brand sales surge 14 percent compared to November 2012; Best November in two years
- Jeep® brand posted sales of 2,209 units during November 2013
- Chrysler brand reported a sales increase of 12 percent versus November 2012
- Dodge brand registered sales of 3,406 units during November 2013
- Fiat 500 posted sales of 479 units; Best sales month ever
- Chrysler 200 sales grew 48 percent; Best sales month since its launch
- Dodge Challenger sales improved 175 percent versus November 2012
- Jeep Grand Cherokee sales up 33 percent compared to November 2012; Best November in 10 years
- Ram Crew Cab reported a sales increase of 53 percent; Best November in 5 years
- Dodge Avenger sales improved of 79 percent; Best November in 5 years, and best sales month of the year
- Fiat Strada reported sales of 131 units during November 2013
- Jeep® Wrangler continue its strong sales performance with a sales increase of 17 percent

December 3, 2013, Mexico City - Chrysler de Mexico announced today sales of 9,977 units for the month of November 2013, setting a sales record for the year.

"November marked our best sales month of the year, Chrysler, Ram and FIAT brands posted double digit sales growth. FIAT brand marked its best sales month ever, our products raise the bar in their segment, and the customers recognize it. This month Jeep brand reported very good sales results due to Jeep Grand Cherokee and Jeep Wrangler; the new Jeep Cherokee is starting to arrive to our dealerships, this product has had positive acceptance among people around the world," said Bruno Cattori, President & CEO of Chrysler de Mexico.

### **Chrysler Brand**

Chrysler brand sales totaled 641 units during November 2013, an increase of 12 percent led primarily by Chrysler 200, which posted sales of 219 units, an increase of 48 percent compared to November 2012. This month marked the best sales month ever for Chrysler 200. Chrysler Town & Country posted sales of 401 units during November 2013. Chrysler 300 and Town & Country earned "Best Buy" awards by *Consumers Digest*.

### **Jeep Brand**

Propelled primarily by Jeep Grand Cherokee sales of 680 units, which was named a "Best Buy" by *Consumer's Digest*, Jeep brand reported sales of 2,209 units during November 2013. Jeep Wrangler sales increased year-over-year by 17 percent to a total of 304 units. Jeep Wrangler received two 2014 *Kelley Blue Book* as Best Resale Value Awards: Top 10 and Compact SUV/Crossover. It was recognized as 'Hottest 4x4 SUV' at SEMA. The 2014 Jeep Cherokee was named as a Top 10 Car of 2014 by Hispanic Motor Press Awards Panel.

### **Dodge Brand**

Dodge brand sales of 3,406 units were driven by a broad mix of Dodge Challenger and Dodge Avenger. Avenger continues its strong sales piece with 712 units sold during November. Dodge Challenger registered an increase of 175 percent. The Dodge Journey, which reported sales of 1,207 units, is proudly assembled in the Toluca, Mexico, plant and exported worldwide. This month Dodge Durango sales improved 9 percent, representing best sales month

of the year. This vehicle was honored as a "Best Buy" 2014 from *Consumers Digest*, while Dodge Challenger won *Kelley Blue Book's* KBB.com Best Resale Value Awards.

#### **Ram Truck Brand**

Ram brand sales reached 1,844 units. Ram Crew Cab and Ram 4000 combined sales reached 1,016 units. Ram pick-up ST posted sales of 713 units during November 2013. 2014 Ram ProMaster was named as one of Top Ten Cars of 2014 by Hispanic Motor Press Awards Panel.

#### **FIAT and Alfa Romeo Brand**

Results for FIAT and Alfa Romeo were up 129 percent, with 1,016 units sold compared to November 2012. This marks the best sales month ever for FIAT brand. Fiat 500 posted sales of 479 units, the best sales month ever. Fiat Ducato sales increased 281 percent and Fiat Strada registered sales of 131 units during November 2013. During November, Fiat 500 was acknowledged as a "Best Buy" in the Subcompact segment by *Consumers Digest*.

#### **About FCA México**

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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