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Chrysler Group LLC Reports April 2014 U.S. Sales Increased 14 Percent; Best April Sales Since 2007

- 49th-consecutive month of year-over-year sales gains
- Jeep®, Dodge, Ram Truck and FIAT brands each post sales gains in April compared with same month a year ago
- Jeep brand records its best sales month ever; April sales up 52 percent
- Ram pickup truck sales up 17 percent; best ever April sales
- Seven Chrysler Group vehicles set April sales records
- New 2015 Dodge Charger and Challenger debut at the 2014 New York International Auto Show
- Ward's names all-new 2015 Chrysler 200 and 2014 Jeep Cherokee to its prestigious 10 Best Interiors List for 2014
- Chrysler, Dodge and SRT brands win awards at the Texas Auto Writer's 2014 Auto Roundup

May 1, 2014, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 178,652 units, a 14 percent increase compared with sales in April 2013 (156,698 units), and the group's best April sales since 2007.

The Jeep®, Dodge, Ram Truck and FIAT brands each posted year-over-year sales gains in April compared with the same month a year ago. The Jeep brand's 52 percent increase was the largest sales gain of any Chrysler Group brand during April and its best sales month ever. Chrysler Group extended its streak of year-over-year sales gains to 49-consecutive months in April.

"Strong consumer demand for our Jeep sport-utility vehicles and Ram pickup trucks continued in April as Chrysler Group extended its streak to 49-consecutive months of year-over-year sales gains," said Reid Bigland, Head of U.S. Sales. "The spring selling season is heating up as our Jeep brand had its best monthly sales ever. Both of our minivans had a strong April and the Ram pickup truck had its best April sales ever."

Seven Chrysler Group vehicles set sales records in the month of April. The Jeep Compass recorded its best sales month ever. The Ram pickup truck, Jeep Patriot, Jeep Wrangler, Dodge Challenger, Dodge Journey, and Ram Cargo Van each posted their best sales for the month of April. Both minivans had a good month. Sales of the Dodge Grand Caravan were up 36 percent in April, the largest year-over-year percentage sales increase of any Dodge brand model in April, while sales of the Chrysler Town & Country minivan increased 16 percent.

Chrysler Group finished the month of April with a 74 days supply of inventory (505,965 units). U.S. industry sales figures for April are internally projected at an estimated 16.3 million units Seasonally Adjusted Annual Rate (SAAR).

April 2014 U.S. Sales Highlights by Brand

Jeep® Brand

Jeep brand sales were up 52 percent in April, the brand's best monthly sales ever and the largest percentage sales gain of any Chrysler Group brand for the month. The Jeep Compass logged its best sales month ever, while the Jeep Wrangler and Patriot each set a sales record for the month of April. Sales of the Patriot compact SUV were up 44 percent, the largest percentage sales gain of any Jeep brand vehicle during the month.

Sales of the all-new Jeep Cherokee, just named to Ward's list of the "10 Best Interiors for 2014," were up 9 percent compared with sales in the previous month of March. In addition to the Ward's accolade, the Cherokee in April was named the "SUV of the Year" by the voting media members of the Rocky Mountain Automotive Press (RMAP) association. The flagship Jeep Grand Cherokee, with its 4 percent year-over-year increase, had its best April sales in nine years.

The all-new 2015 Jeep Renegade made its North American debut last month at the New York International Auto Show. True to the Jeep brand, the Renegade is the most capable, fuel-efficient and technologically advanced small SUV ever. With a pair of new 4x4 systems, two fuel-efficient MultiAir engines, and available, segment-first nine-speed automatic transmission that helps achieve more than 30 miles per gallon on the highway, the Renegade is engineered to deliver new levels of capability and innovation in the small SUV segment.

Ram Truck Brand

Sales of the Ram pickup truck were up 17 percent in April, the truck's best ever April sales performance and its 48th-consecutive month of year-over-year sales gains. Ram Light Duty sales increased 7 percent in April, while Ram Heavy Duty pickups were up 32 percent. The Ram 1500 and 2500 pickups were named "Top Rated Vehicles" by Edmunds.com during the New York International Auto Show press days last month. In addition, the 1500 was named a 2014 Automobile Magazine All-Star by the publication's editorial staff for the second year in a row and the fourth time in the past five years. With its 77 percent increase, the Ram Cargo Van logged its best ever April sales, while the Ram ProMaster van posted an 11 percent increase compared with the previous month of March.

Ram Truck brand sales were up 22 percent in April, the brand's best sales in the month of April since 2006. The brand unveiled the 2014 Ram Power Wagon, the most off-road capable pickup, at the New York International Auto Show last month. Built to master the most rigorous off-road trails, the Power Wagon is based on the Ram 2500 Heavy Duty 4x4 Crew Cab, and features a number of off-road-specific engineering enhancements, including a unique suspension with more than two inches of lift, locking differentials and a 12,000-pound winch to give the truck a significant advantage over all production pickups.

FIAT Brand

FIAT brand sales were up 10 percent in April, the brand' best sales performance ever in the month of April and its fifth-consecutive month of year-over-year sales gains. With its 60 percent year-over-year increase, the Fiat 500 Cabrio Abarth posted the largest percentage sales gain of any Fiat 500 model in April.

The high-performance 2015 Fiat 500 Abarth and Abarth Cabrio, showcased at last month's New York International Auto Show, will be available with an optional six-speed automatic transmission, helping to broaden the customer base for the high-performance version of the 500. Adding the optional automatic transmission makes the 500 Abarth and 500 Abarth Cabrio accessible to an entirely new group of customers who want to enjoy the thrilling driving experience of the 500 Abarth with the convenience of an automatic gearbox.

Dodge Brand

Dodge brand sales were up slightly in April, compared with the same month a year ago. It was the Dodge brand's best April sales since 2008. The Dodge Challenger and the Dodge Journey mid-size crossover each posted their best April sales ever, while the Dodge Durango full-size SUV recorded its best April sales in nine years. Durango sales were up 4 percent in April compared with the same month a year ago, extending its run of year-over-year sales gains to 18-consecutive months. The Journey has set three consecutive monthly sales records this year, including an all-time record in March. Sales of the Dodge Grand Caravan minivan were up 36 percent in April, the largest percentage sales gain of any Dodge vehicle during the month.

The Dodge brand unveiled the new 2015 Dodge Charger and Dodge Challenger at last month's New York International Auto Show. These iconic performance cars will go on sale in the U.S. later this year. The brand completely re-engineered the Challenger with a new best-in-class 485 hp 392 HEMI and TorqueFlite eight-speed transmission powertrain, an upgraded suspension, new class-exclusive technologies and a completely new interior.

The new Dodge Charger gets a full-body makeover for 2015 along with powertrain updates that include a standard TorqueFlite eight-speed automatic transmission on both the Charger's standard 3.6-liter V-6 Pentastar engine and,

new for 2015, the R/T equipped 5.7-liter HEMI V-8. Dodge designers have resculpted nearly every single body panel of the Dodge Charger for 2015, giving it a sleek, nimble appearance.

The Dodge Dart took home the Compact Car of Texas award last month from the Texas Auto Roundup hosted by the Texas Auto Writers Association (TAWA).

Chrysler Brand

Sales of the award-winning Chrysler Town & Country minivan were up 16 percent in April, compared with the same month a year ago. It was the minivan's best April sales since 2010 and its ninth-consecutive month of year-over-year sales gains. The Town & Country was named the Minivan of Texas and the Family Car of Texas at last month's TAWA Texas Auto Roundup. In addition, the all-new 2015 Chrysler 200 took home the Mid-Size Sedan of Texas award, while the Chrysler 300 was named Full-Size Sedan of Texas. Sales of the 300 were up 16 percent in April compared with the same month a year ago.

Chrysler brand sales were down 21 percent in April, reflecting the end of production of the 2014 Chrysler 200 mid-size sedan and convertible. Shipments of the 2015 Chrysler 200 to dealers is expected to begin this quarter. The interior of the all-new 200 was lauded last month when Ward's placed the 2015 Chrysler 200 on its list of its "10 Best Interiors for 2014."

Chrysler Group LLC U.S. Sales Summary Thru April 2014

	Month Sales		Vol %	Sales CYTD		Vol %
Model	**Curr Yr**	**Pr Yr**	**Change**	**Curr Yr**	**Pr Yr**	**Change**
500	3,041	3,899	-22%	11,514	13,511	-15%
500L	1,257	0	NEW	4,209	0	NEW
FIAT BRAND	**4,298**	**3,899**	**10%**	**15,723**	**13,511**	**16%**
200	4,204	12,492	-66%	34,693	49,377	-30%
300	4,795	4,120	16%	17,795	20,154	-12%
Town & Country	12,968	11,224	16%	41,962	37,989	10%
CHRYSLER BRAND	**21,967**	**27,836**	**-21%**	**94,450**	**107,520**	**-12%**
Compass	5,367	4,465	20%	19,124	16,468	16%
Patriot	8,339	5,792	44%	28,813	24,789	16%
Wrangler	15,389	13,445	14%	50,063	45,291	11%
Liberty	0	721	-100%	0	5,693	-100%
Grand Cherokee	15,652	15,003	4%	56,490	48,136	17%
Cherokee	15,007	0	NEW	51,103	0	NEW
JEEP BRAND	**59,754**	**39,426**	**52%**	**205,593**	**140,377**	**46%**
Caliber	0	0		0	45	-100%
Dart	6,024	8,099	-26%	22,098	31,064	-29%
Avenger	7,324	10,698	-32%	29,064	42,745	-32%
Charger	8,090	7,801	4%	33,046	33,899	-3%
Challenger	5,122	4,804	7%	16,156	19,344	-16%
Viper	97	60	NEW	255	64	NEW
Journey	7,846	6,782	16%	30,870	29,774	4%
Caravan	13,352	9,783	36%	45,377	36,273	25%
Durango	5,608	5,386	4%	21,821	18,956	15%
DODGE BRAND	**53,463**	**53,413**	**0%**	**198,687**	**212,164**	**-6%**
Ram P/U	36,674	31,409	17%	133,580	109,003	23%
Cargo Van	1,263	715	77%	3,040	2,475	23%
ProMaster Van	1,233	0	NEW	3,543	0	NEW
RAM BRAND	**39,170**	**32,124**	**22%**	**140,163**	**111,478**	**26%**
TOTAL CHRYSLER GROUP LLC	**178,652**	**156,698**	**14%**	**654,616**	**585,050**	**12%**
TOTAL CAR	**38,697**	**51,973**	**-26%**	**164,621**	**210,203**	**-22%**
TOTAL TRUCK	**139,955**	**104,725**	**34%**	**489,995**	**374,847**	**31%**

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