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Jeep® Brand Sets Third Consecutive Monthly Global and U.S. Sales Records

Brand Tops 100,000 Global and 70,000 U.S. Sales in May

- Jeep® brand records best sales month ever: 100,207 global sales and 70,203 U.S. sales
- Global sales up 42 percent in 2014 and 55 percent in May
- U.S. sales up 49 percent in 2014 and 58 percent in May
- Asia-Pacific sales up 41 percent in 2014 and 65 percent in May
- Europe sales up 28 percent in 2014 and 81 percent in May
- All Jeep vehicles have recorded double-digit sales increases through May globally and in U.S.
- May sales mark all-time best month for Jeep Wrangler, Compass and new Cherokee
- All-new 2015 Jeep Renegade to arrive in Europe showrooms in fourth quarter
- Back-to-back annual global sales records set in 2013 (731,565) and 2012 (701,626)

June 4, 2014, Auburn Hills, Mich. - The Jeep® brand recorded the best sales month in its 73-year history in May, both globally (100,207 sales) and in the U.S. (70,203 sales). May marks the third consecutive month that the brand has set all-time global and U.S. monthly sales records.

“After setting back-to-back annual sales records the past two years, the Jeep brand has now set three consecutive monthly sales records – topping 100,000 global sales and 70,000 U.S. sales in May,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “It is clear that customers across the globe value the unique balance of legendary 4x4 capability and significantly improved fuel efficiency and on-road driving dynamics that the Jeep SUV lineup delivers. We look forward to continuing Jeep sales momentum in 2014, especially as the all-new Renegade arrives in Europe in the fourth quarter.”

The Jeep brand's May sales results mark the first time the brand has topped 100,000 global sales in a single month, and the first time it has surpassed 70,000 in the U.S. in a month. In April, the brand recorded its previous best of 85,404 units sold globally and 59,974 U.S. sales. March results included 82,430 global sales and 57,983 U.S. sales – both all-time records at that point.

Through May, 396,089 Jeep vehicles have been sold globally in 2014 – up 42 percent versus the same period a year ago; 275,796 Jeep sales have been recorded in the U.S. – up 49 percent. The brand set two consecutive annual global sales records the past two years, with 731,565 sales in 2013 and 701,626 in 2012.

All Jeep vehicles have recorded double-digit sales gains globally and in the U.S. through May, and in May, Wrangler, Compass and the new Cherokee recorded monthly sales records.

In the Asia-Pacific region, Jeep sales were up 65 percent in May, and are up 41 percent thus far in 2014. In Europe, sales were up 81 percent in May, and are up 28 percent for the year.

All-new 2015 Jeep Renegade

Arriving in showrooms in Europe in the fourth quarter, the all-new 2015 Jeep Renegade will expand the Jeep global vehicle lineup, entering the growing small SUV segment, while staying true to the fun-and-freedom lifestyle and 4x4 capability for which the Jeep brand is known.

Renegade combines Jeep heritage with new styling to appeal to a youthful and adventurous customer. It will boast best-in-class off-road capability, open-air convenience, a segment-first nine-speed transmission that contributes to outstanding on-road driving dynamics, fuel-efficient engines with more than 30 miles per gallon, and a host of innovative safety and advanced technology features.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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