

Chrysler de Mexico Reports July 2014 Sales Increased Two Percent Versus Last Year

- Chrysler brand sales improved 59 percent compared to July 2013; best sales month of the year
- Jeep® brand sales increased by 16 percent, led by Jeep Wrangler sales, compared to July 2013
- Ram brand sales rose 56 percent compared to July 2013
- FIAT brand sales increased by 4 percent
- All-new 2015 Chrysler 200 midsize sedan unveiled in Mexico
- Jeep Patriot had best month of the year
- Chrysler Town & Country established sales record for 2014
- Dodge Challenger posted double-digit sales increase

August 1, 2014, Mexico City - Chrysler de Mexico announced today sales of 7,255 units for the month of July 2014, a sales increase of two percent compared with the same month a year ago.

“We recently launched the Chrysler 200 campaign and this new vehicle has arrived in dealerships. The new 2015 Chrysler 200 raises the bar in its segment by offering the most safety and security features available, including an innovative rotary e-shift dial that replaces the traditional console shifter, among others,” said Bruno Cattori, President & CEO of Chrysler de Mexico. “We will continue to offer new and redesigned vehicles in order to satisfy our customers’ needs.”

Chrysler Brand

Chrysler brand sold 398 units during July 2014, setting a sales record for the year. Chrysler Town & Country set a sales record for the year with 290 units sold during July 2014, an increase of 44 percent compared to July 2013.

Unveiled just last month, the new 2015 Chrysler 200 arrived in dealerships. The 200 debuts the new face of Chrysler with segment-leading features, like a standard nine-speed automatic transmission, more than 60 available safety and security features and the only fully disconnecting all-wheel-drive system in its class.

Jeep® Brand

Jeep brand sales jumped 16 percent, supported by the Jeep Wrangler's 18 percent sales increase. The Jeep Patriot reported 610 units sold for its best sales month of the year. Another Jeep vehicle with a strong month was the Jeep Cherokee with 447 units sold.

Dodge Brand

Dodge brand reported July sales of 2,075 units. Dodge Challenger sales continue its strong ascent by posting a 69 percent improvement compared to July 2013. Dodge Charger posted sales of 371 units. Dodge Durango sales improved 73 percent compared to July 2013. Dodge Journey reported sales of 987 units during July 2014.

Last month, Dodge earned three J.D. Power APEAL Awards - one each for Charger, Challenger and Dart models.

In July, the 2015 Dodge Challenger SRT was named the most powerful muscle car ever thanks to its supercharged 6.2-liter HEMI® Hellcat engine, which produces an unprecedented 707 horsepower and 650 lb.-ft. of torque.

Ram Truck Brand

Ram Truck brand increased its sales by 56 percent versus July 2013. Ram St and Ram 4000 sales rose 85 percent and 335 percent respectively compared to July 2013.

FIAT and Alfa Romeo Brands

The FIAT and Alfa Romeo brands sold 629 units. The Fiat 500 recorded sales of 346 units, representing a 14 percent increase. The Fiat Uno posted sales of 158 units, an increase of 210 percent versus July 2013.

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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