

Chrysler Canada Reports Highest August Sales Ever

- 26,825 vehicles sold; an increase of 22 per cent over August 2013 sales
- 57 consecutive months of sales growth
- August sales record for Chrysler 200, Jeep Wrangler, Ram trucks
- August sales record set for Ram and Jeep brands
- Highest calendar-year-to-date sales through August in history

September 2, 2014, Windsor, Ontario - Chrysler Canada today announced its 57th consecutive month of year-over-year sales growth, signifying the longest sales streak in the company's history. August 2014 sales were 26,825, compared with 21,932 in August 2013, representing a 22 per cent increase and marking the highest August sales ever, as well as the best calendar-year-to-date sales through August in the Company's history.

"Strong sales of newly-launched vehicles such as the Chrysler 200 have us on pace to have the best year in our 89-year history," said David Buckingham, Chief Operating Officer, Chrysler Canada. "We are seeing extremely strong demand for our new EcoDiesel engine in both the Jeep Grand Cherokee and Ram 1500. The strong combination of power and fuel efficiency contributed to August sales records for Jeep and Ram brands."

Sales Highlights

The all new Chrysler 200 raises the bar in the mid-size sedan market with understated elegance, craftsmanship and state-of-the-art technology. It includes many "firsts," like a standard nine-speed automatic transmission and an available all-wheel-drive system which automatically disconnects from the rear axle to save fuel when driving. In August of 2014, 1,100 copies of the Chrysler 200 were sold in Canada. These sales represent a 25 per cent increase over 879 sales of the previous generation sold in August of 2013. These results also signify an August sales record for Chrysler 200.

The iconic Jeep® Wrangler – the most capable and recognized vehicle in the world – provides its customers with a combination of open-air freedom, off-road capability and on-road refinement that has brought Jeep Wrangler's popularity to an all-time high. The Jeep brand set an August sales record in 2014 with 7,192 vehicles sold, this represents an increase of 139 per cent over the August, 2013 sales results. Leading the sales charge for Jeep is the Wrangler, which saw 2,564 copies sold in the month of August 2014. This represents an increase of 48 per cent over the same sales results from one year ago and marks an August sales record. Jeep Grand Cherokee also had a strong month in August with 1,473 units sold.

Ram 1500 is Canada's longest-lasting pickup. It capitalizes on a truckload of pioneering, fuel-saving systems including: an eight-speed automatic transmission, a stop-start system, a thermal management system, pulse-width modulation and active aerodynamics comprising grille shutters and four corner air suspension. With its award-winning powertrains, the Ram 1500 holds the top spot in half-ton truck fuel economy, even beating small trucks. In August, the Ram brand set a sales record with 8,250 units sold. This represents an increase of 18 per cent over the 6,973 units sold in August of 2013. Leading the sales for the brand were the Ram pickup trucks, which also set an August record with 7,684 units sold, an increase of 14 per cent compared with 6,749 units sold in August of 2013.

Sales Chart

August	August 2014	August 2013	% Change
Total Volume	26,825	21,932	22%

Model Highlights

	August 2014	August 2013	% Change
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Ram Pickup	7,684	6,749	14%	Record August sales
Jeep Wrangler	2,564	1,737	48%	Record August sales
Chrysler 200	1,100	879	25%	Record August sales
Total Ram Brand	8,250	6,973	18%	Record August sales
Total Jeep Brand	7,192	3,014	139%	Record August sales

CYTD Sales	August 2014	August 2013	% Change	
Total Volume	201,424	187,375	7%	

Model Highlights	August 2014	August 2013	% Change	
Ram Pickup	58,617	55,843	5%	#2 selling vehicle in Canada
Dodge Grand Caravan	37,542	33,033	14%	#1 selling Minivan in Canada
Total Ram Brand	63,125	57,839	9%	
Total Jeep Brand	47,385	31,002	53%	

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. 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, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Chrysler Town & Country, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee and Fiat 500.

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