

## Chrysler Canada Reports Best Calendar-Year-to-Date Sales Ever

- 23,742 vehicles sold; an increase of 20 per cent over September 2013
- 58 consecutive months of year-over-year sales growth
- September sales record set for Chrysler Town & Country, Jeep Wrangler and Ram trucks
- September sales record set for Ram and Jeep brands
- Highest calendar-year-to-date sales through September in 89-year history

October 1, 2014, Windsor, Ontario -

Chrysler Canada today announced its 58th consecutive month of year-over-year sales growth, signifying the longest sales streak in the Company's history. September 2014 sales were 23,742, compared with 19,858 sold in September 2013, an increase of 20 per cent. That September 2014 figure contributes to the best calendar-year-to-date sales through nine months in the Company's history.

"Through Q3 of 2014, Chrysler Canada remains on pace for our highest sales year in history," said David Buckingham, Chief Operating Officer, Chrysler Canada. "Customers continue to see the many benefits of our all new or redesigned Jeep and Ram products, which are known around the world for their capability, performance, distinctive design and fuel-efficient characteristics."

### Sales Highlights:

Canadians love their minivans. More than 13.5 million customers over the past 30 years have chosen one, whether due to the 7-passenger flexible seating, versatile storage offerings, entertainment features or the range of clever pricing and option packages to suit consumers' needs. In September 2014, Chrysler Town & Country sales more than doubled with 932 units sold, compared with 454 sold in September of 2013. Collectively, Chrysler and Dodge minivans account for 70 per cent of all minivans sold in Canada.

The legendary Jeep brand continues to soar to new heights with products that appeal to consumers on a unique, emotional level. In September of 2014, the brand saw its sales increase 140 per cent from 2,821 to 6,782. Leading the growth is the Jeep Wrangler, an iconic vehicle that has stood the test of time with its open-air freedom, best-in-class 4x4 capability, world-famous and unique, go-anywhere ability. In the month of September 2014, 1,790 copies of the Jeep Wrangler were sold, representing a 34 per cent increase over the 1,340 sold in the same month of 2013. These results also mark a September sales record for Jeep Wrangler.

To meet the growing demand for Ram trucks, additional capacity has been added to the Chrysler Group Warren Truck Assembly Plant, home of the Ram 1500 Quad and Crew Cabs. The plant that built back-to-back Motor Trend Truck of the Year winners in 2013 and 2014, will now build an additional 100 vehicles a day, which translates to nearly 29,000 more trucks per year. In Canada, Ram Truck brand sales set a September record with 7,133 trucks sold, up 9 per cent from 6,547 sold in September of 2013. Looking specifically at Ram pickup truck sales, a September record was set with 6,592 units sold, an increase of 5 per cent compared with 6,285 sold in the same month, one year prior.

### Sales Charts:

September	September 2014	September 2013	% Change
Total Volume	23,742	19,858	20%

<b>Model Highlights</b>	<b>September 2014</b>	<b>September 2013</b>	<b>% Change</b>	
Ram Pickup	6,592	6,285	<b>5%</b>	Record September Sales
Jeep Wrangler	1,790	1,340	<b>34%</b>	Record September Sales
Chrysler Town & Country	932	454	<b>105%</b>	Record September Sales
Total Ram Brand	7,133	6,547	<b>9%</b>	Record September Sales
Total Jeep Brand	6,782	2,821	<b>140%</b>	Record September Sales

<b>CYTD Sales</b>	<b>September 2014</b>	<b>September 2013</b>	<b>% Change</b>
Total Volume	225,166	207,233	<b>9%</b>

<b>Model Highlights</b>	<b>September 2014</b>	<b>September 2013</b>	<b>% Change</b>	
Ram Pickup	65,209	62,128	<b>5%</b>	#2 selling in Canada
Dodge Grand Caravan	41,220	36,697	<b>12%</b>	#1 Minivan in Canada
Jeep Wrangler	18,627	15,481	<b>20%</b>	
Total Ram Brand	70,258	64,386	<b>9%</b>	
Total Jeep Brand	54,167	33,823	<b>60%</b>	

#### **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 Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

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