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## **With Adjusted U.S. Sales for March 2005 Increasing 4 Percent, Chrysler Group Reports Twelfth Consecutive Month of Positive Sales Gains**

March 31, 2005, Auburn Hills, Mich. -

### **Quarterly Sales Rise 7 Percent; Sixth Consecutive Quarter of Positive Sales Gains**

- Jeep® Grand Cherokee Sales Continue Positive Momentum, Increase 6 Percent
- Dodge Durango Sales Rise 12 Percent
- Chrysler 300 Sets New Monthly Sales Record
- Minivan Sales Surge 28 Percent
- Chrysler Brand March 2005 Sales Increase 16 Percent, New Monthly and Quarter Sales Records Established
- March Sales Mark 12 Consecutive Months of Year-Over-Year Sales Gains

Chrysler Group reported U.S. sales for March 2005 of 212,978 units, an increase of 4 percent (8 percent increase unadjusted) over March 2004 sales of 197,856. All sales are reported on a day-rate adjusted basis unless otherwise indicated. March sales results mark 12 consecutive months of year-over-year monthly sales gains for the Chrysler Group, and 17 of the past 18 months the company has achieved positive monthly results.

First quarter sales for the Chrysler Group totaled 546,732 units, an increase of 7 percent (6 percent increase unadjusted) compared to first quarter 2004 sales of 517,504. First quarter 2005 results represent six consecutive quarters of sales gains for the Chrysler Group.

"Sales increases in cars, minivans and SUVs during March led us to achieve our sixth consecutive quarter of positive sales gains," said Gary Dilts, Chrysler Group Senior Vice President - Sales. "The power of our products like the award-winning Chrysler 300, minivans with exclusive Stow 'n Go seating and the brash Dodge Magnum helped spark consumer interest and improve sales."

Sales of Chrysler Group minivans, the industry sales leader and the only minivans with the exclusive Stow 'n Go seating system surged 28 percent to 41,015 units, surpassing previous year sales of 30,817 units. Chrysler Town & Country sales increased 32 percent to 16,262 units compared to 11,881 units last year. Dodge Caravan posted sales of 24,753 units, an increase of 26 percent over March 2004 sales of 18,936 units. March 2005 marks the 21st year of minivan sales for the Chrysler Group and the month that over 11 million have been sold since its inception.

"Our continued segment leadership in minivans is based upon continuous improvement and innovative features," said Dilts. "Our exclusive Stow 'n Go seating has been a home run for us while reinforcing our position at the head of the pack."

Chrysler brand sales increased 16 percent to a record 60,382 units. Sales for March 2004 were 50,119 units. Quarterly sales for the brand increased 28 percent to 155,762 units, compared to sales of 123,460 units during the first quarter of 2004. Chrysler 300 sales reached their highest monthly total ever by posting sales of 13,475 units. Quarterly sales of the flagship vehicle of the Chrysler brand totaled a record 36,252 units.

Jeep® brand sales continued their monthly sales acceleration by posting sales of 40,491 units in March, an increase of 1 percent over February 2005 sales. Sales of the all-new Jeep Grand Cherokee improved 6 percent to 18,828 units compared to March 2004 sales of 17,105 units. Jeep Liberty sales declined 3 percent on an adjusted basis, but unadjusted sales increased to 14,915 units for March 2005. Year ago sales totaled 14,818 units. Jeep Wrangler sales continued their monthly improvement pace by posting sales of 6,748 units, an increase of 15 percent over February 2005 sales.

Sales of Dodge brand products posted sales of 112,105 units, equal on an adjusted basis with March 2005 results. Unadjusted results show an improvement of 4 percent over previous year results of 107,770 units. Quarterly sales of Dodge brand products increased 3 percent to 287,258 units. First quarter 2004 sales totaled 281,799 units. Dodge Durango posted sales of 12,485 units, an increase of 12 percent versus sales of 10,754 units in March 2004. Dodge Magnum continued its solid sales pace by posting sales of 5,917 units. February 2005 sales totaled 5,248 units.

"Despite some tough weather in parts of the country, industry sales held up well in March. Our new product lineup helped sales this month," said Dilts. "The increase in fuel prices has heightened awareness of our cylinder deactivation, Multi-Displacement System (MDS) in our HEMI®-powered Chrysler, Dodge and Jeep vehicles."

Chrysler Group finished the month with 616,843 units of inventory, or a 78-day supply.

**DaimlerChrysler Corporation**

**U.S. Sales Summary Thru March 2005**

<u>Model</u>	<u>Month Sales</u>		<u>DR %</u>	<u>Vol %</u>	<u>Sales CYTD</u>		<u>DR %</u>	<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Change</u>
Sebring	10,127	10,073	-3%	1%	24,165	27,978	-12%	-14%
Concorde	131	815	-85%	-84%	203	2,088	-90%	-90%
300	13,475	3,234	301%	317%	36,252	5,110	619%	609%
Crossfire	1,313	1,483	-15%	-11%	3,089	3,006	4%	3%
PT Cruiser	11,236	14,080	-23%	-20%	28,120	32,761	-13%	-14%
Pacifica	7,838	8,552	-12%	-8%	20,084	21,468	-5%	-6%
Town & Country	16,262	11,881	32%	37%	43,849	31,049	43%	41%
<b>CHRYSLER BRAND</b>	<b>60,382</b>	<b>50,119</b>	<b>16%</b>	<b>20%</b>	<b>155,762</b>	<b>123,460</b>	<b>28%</b>	<b>26%</b>
Wrangler	6,748	8,044	-19%	-16%	15,689	20,395	-22%	-23%
Liberty	14,915	14,818	-3%	1%	40,909	42,951	-3%	-5%
Grand Cherokee	18,828	17,105	6%	10%	47,114	48,899	-2%	-4%
<b>JEEP BRAND</b>	<b>40,491</b>	<b>39,967</b>	<b>-2%</b>	<b>1%</b>	<b>103,712</b>	<b>112,245</b>	<b>-6%</b>	<b>-8%</b>
Neon	8,387	10,336	-22%	-19%	32,035	32,901	-1%	-3%
Stratus	12,311	11,071	7%	11%	28,693	25,281	15%	13%
Intrepid	194	1,131	-83%	-83%	285	4,495	-94%	-94%
Viper	162	184	-15%	-12%	341	427	-19%	-20%
Magnum	5,917	0	0%	0%	16,232	0	0%	0%
Dakota	10,791	10,467	-1%	3%	25,130	24,730	3%	2%
Ram P/U	35,531	42,976	-20%	-17%	89,057	102,845	-12%	-13%
Caravan	24,753	18,936	26%	31%	57,665	56,952	3%	1%
Durango	12,485	10,754	12%	16%	34,476	29,498	18%	17%

Ram Van/Wagon	190	1,355	-86%	-86%	321	2,976	-89%	-89%
Sprinter Van	1,384	560	138%	147%	3,023	1,694	81%	78%
<b>DODGE BRAND</b>	<b>112,105</b>	<b>107,770</b>	<b>0%</b>	<b>4%</b>	<b>287,258</b>	<b>281,799</b>	<b>3%</b>	<b>2%</b>
<b>TOTAL CHRYSLER GROUP</b>	<b>212,978</b>	<b>197,856</b>	<b>4%</b>	<b>8%</b>	<b>546,732</b>	<b>517,504</b>	<b>7%</b>	<b>6%</b>
<b>TOTAL CG CAR</b>	<b>47,652</b>	<b>40,380</b>	<b>14%</b>	<b>18%</b>	<b>128,539</b>	<b>103,757</b>	<b>26%</b>	<b>24%</b>
<b>TOTAL CG TRUCK</b>	<b>165,326</b>	<b>157,476</b>	<b>1%</b>	<b>5%</b>	<b>418,193</b>	<b>413,747</b>	<b>2%</b>	<b>1%</b>
<b>Selling Days</b>	27	26			75	76		

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