

Contact:

Chrysler Group Reports January 2005 U.S. Sales Increase 9 Percent

January 31, 2005, Auburn Hills, Mich. -

- Minivan Sales Increase 25 Percent and Continue Segment Dominance
- Chrysler Brand up 33 Percent ; Sets New January Sales Record
- Chrysler 300 Sales Exceed 10,000 Units 9 Consecutive Months
- Dodge Brand Sales Increase 7 Percent, Led by Dodge Durango and Dodge Dakota

Despite tough weather in many regions of the country, Chrysler Group reported that it sold 148,111 units in January, an increase of 9 percent (1 percent increase unadjusted) over January 2004 sales of 147,001 units. January marks the tenth consecutive month of year-over-year sales gains for the Chrysler Group. Sales are adjusted for selling days unless otherwise indicated.

"Winter weather hit many parts of the country hard," said Gary Dilts, Chrysler Group Vice President - Sales. "But, momentum arising from the strong product mix of our 2004 product launch combined with word of mouth endorsements and the most awards in our history helped us begin our sixth consecutive quarter of positive sales gains."

Chrysler Group minivans, with the exclusive Stow 'n Go™ seating feature, continued their segment leadership by posting sales of 25,151 units, improving 9 percent over January 2004 sales of 24,904 units. Sales of the Chrysler Town & Country set a new January sales record and increased 67 percent to 11,354 units over January 2004 sales of 7,372 units. Dodge Caravan sales declined 15 percent to 13,797 units.

Sales within the Chrysler brand were led by the Chrysler 300 which posted sales of 10,112 units and marks the vehicle's ninth consecutive month of sales exceeding 10,000 units. The Chrysler brand posted sales of 41,805 units, an increase of 33 percent and set a new sales record for January.

"Customers are responding to the Chrysler brand and the products it offers," said Dilts. "Great products like the Chrysler 300 and exclusive features like Stow 'n Go seating are driving showroom traffic and sales."

Dodge brand sales increased 7 percent to 78,841 units compared to sales of 79,789 units last year. Dodge Durango posted sales of 8,993 units, improving 10 percent compared to January 2004 sales when 8,888 units were sold. Dodge Dakota sales increased 14 percent to 6,089 units as the all-new Dodge Dakota continues arriving at dealerships.

Sales of the Jeep® brand declined 11 percent as dealers continue to deplete the last remaining inventory of the previous Jeep Grand Cherokee and the next-generation Jeep Grand Cherokee continues arriving in dealerships. Jeep Grand Cherokee sales declined 9 percent to 12,755 units compared to 15,184 units sold in January 2004. Sales of Jeep Wrangler declined 25 percent of 3,743 units compared to January 2004 sales of 5,391 units. Jeep Liberty sales were down 6 percent to 10,967 units versus 12,701 units sold during January 2004.

"Our nine new products created tremendous momentum during 2004," said Dilts. "With the launch of additional products in 2005, we will continue to have the youngest product lineup in the industry. Looking forward, we expect consumer confidence to improve, the economy to continue its momentum, and an ever stronger product mix from the Chrysler Group. Our indicators are positive for 2005."

Chrysler Group finished the month with 591,094 units of inventory, or a 96-day supply.

DaimlerChrysler Corporation U.S. Sales Summary Thru January 2005

<u>Model</u>	<u>Month Sales</u>		<u>DR %</u>	<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Change</u>
Sebring	6,306	7,556	-10%	-17%

Concorde	36	606	-94%	-94%
300	10,112	964	1036%	949%
Crossfire	874	470	101%	86%
PT Cruiser	7,887	10,506	-19%	-25%
Pacifica	5,236	6,462	-12%	-19%
Town & Country	11,354	7,372	67%	54%
CHRYSLER BRAND	41,805	33,936	33%	23%
Wrangler	3,743	5,391	-25%	-31%
Liberty	10,967	12,701	-6%	-14%
Grand Cherokee	12,755	15,184	-9%	-16%
JEEP BRAND	27,465	33,276	-11%	-17%
Neon	11,258	10,758	13%	5%
Stratus	8,384	5,379	69%	56%
Intrepid	53	2,041	-97%	-97%
Viper	75	106	-23%	-29%
Magnum	5,067	0	0%	0%
Dakota	6,089	5,811	14%	5%
Ram P/U	24,324	28,021	-6%	-13%
Caravan	13,797	17,532	-15%	-21%
Durango	8,993	8,888	10%	1%
Ram Van/Wagon	58	854	-93%	-93%
Sprinter Van	743	399	102%	86%
DODGE BRAND	78,841	79,789	7%	-1%
TOTAL CHRYSLER GROUP	148,111	147,001	9%	1%
TOTAL CG CAR	38,029	27,977	47%	36%
TOTAL CG TRUCK	110,082	119,024	0%	-8%
Selling Days	24	26		

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