

Growth in Asia Positions China as Chrysler's Top Sales Market Outside North America

September 8, 2008, Auburn Hills, Mich. -

- Sales for Jeep® brand small SUVs, Compass and Patriot, grew by 71 percent year-to-date (20,977 units).
- Chrysler's year-to-date sales outside North America were flat (153,784 units) compared to the same period in 2007 (153,813 units).
- August 2008 sales (17,054 units) were 8 percent below those of August 2007 (18,556 units).

Regional Sales

Sales in the Asia Pacific region increased 33 percent year-to-date (28,425 units sold), and for the first time ever, China's sales established it as the highest-volume market for Chrysler outside North America year-to-date.

- Chrysler sales in China climbed 44 percent in August (1,640 units), and were up 92 percent year-to-date (13,849 units).
- The Asia Pacific region's sales were down two percent for the month of August (3,173 units).

In Latin America, Chrysler's August sales grew 12 percent (5,006 units), fueled by double-digit growth in Argentina (up 86 percent), Brazil (up 35 percent), Chile (up 25 percent) and Venezuela (up 15 percent). This marked the best August sales for the region in over 10 years.

- Venezuela outsold all other markets outside North America in August with 2,451 units sold.
- Jeep Wrangler, Compass, Patriot and Chrysler PT Cruiser sales drove the growth for the region.
- Year-to-date sales for the region decreased one percent (28,388 units).

Chrysler sales in Europe decreased six percent year-to-date (79,285 units), while August sales decreased 23 percent (6,746 units).

- Russia achieved significant sales gains – up 68 percent for the month (1,084 units) and 63 percent (6,731 units) year-to-date.
- Chrysler Sebring sedan sales in Europe increased 66 percent year-to-date (3,599 units) compared to the same time period last year.

Brand Sales

- The Dodge brand sales increased 28 percent year-to-date (45,716 units).
- Jeep® sales held steady (61,460 units) during the same time period, while Chrysler brand sales declined 18 percent (46,608 units).

Chrysler LLC sells and services vehicles in roughly 120 countries around the world. Sales outside North America currently account for approximately 10 percent of the Company's total global sales, up from six percent in the year 2000. Vehicles available range across all three Chrysler brands, with limited availability on some trucks and SUV models. The Company's operations outside North America have been experiencing year-over-year sales increases since 2004, with a record number of vehicles sold in 2007. In 2008, Chrysler LLC will launch three all-new volume vehicles outside North America, one for each one of its brands, and will remain focused on strategic, profitable growth in markets around the world.

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