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## **Chrysler Group LLC Reports March 2010 U.S. Sales Increase 10 Percent Versus February**

- All-new 2010 Ram Heavy Duty, Motor Trend's '2010 Truck of the Year', increases sales 20 percent compared with March 2009, 56 percent versus last month
- Chrysler Town & Country sales improve 30 percent versus last year, 32 percent compared with February
- April kicks off the company's 'Minivan Event'
- Chrysler Brand posts 1 percent increase versus March 2009 and a 17 percent increase compared with last month
- Jeep® Brand sales improve 3 percent compared with last year and 5 percent versus February

March 31, 2010, Auburn Hills, Mich. -

Chrysler Group LLC today announced promising March sales results, posting a 10 percent increase compared with February. All-new and improved vehicles lead the way with both month-over-month and year-over-year sales increases.

"New products like the 2010 Ram Heavy Duty pickup truck and Dodge Caliber with an all-new interior are resonating with consumers, resulting in increasing sales," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for the Sales Organization. "Consumer confidence indicators are up this month and traffic in dealership showrooms continues to grow."

The company reported total U.S. sales for March of 92,623 units, a decrease of 8 percent compared with March 2009 (101,001 units) and an increase of 10 percent compared with last month (84,449 units). Chrysler Group finished the month with a 58-day supply (207,510 units) of inventory, a 41 percent decline compared with March 2009. Overall industry figures for March are projected to come in at an estimated 12.0 million SAAR.

"Chrysler Group is pleased with the month-over-month and retail sales improvements, we believe it is an indicator of the company's health," said Diaz. "Last year at this time, the old company was buying market share with high incentives in an effort to stave off bankruptcy; this year consumers are purchasing our products for the quality, value and industry-leading features."

### **March U.S. Sales Highlights**

- Ram Heavy Duty pickup truck sales post a 20 percent increase compared with the same time last year and climb 56 percent versus February
- Chrysler Brand sales (19,780 units) post an 1 percent increase versus March 2009 and a 17 percent increase compared with last month
- Chrysler Town & Country and Chrysler Sebring (sedan and convertible) all post year-over-year and month-over-month sales increases
- Jeep® Brand sales (24,393 units) increase 3 percent versus the same time period last year and 5 percent compared with last month
- Jeep Compass, Jeep Patriot, Jeep Grand Cherokee and Jeep Commander sales increase compared with March 2009
- Dodge Challenger (3,211 units) post year-over-year sales increases of 36 percent and 50 percent month-over-month
- Dodge Caliber sales (2,932 units) increase 30 percent compared with last month

## **Incentives**

Chrysler Group also announced April kicks off the company's "Minivan Event." The company has expanded the "Minivan Pledge" to any consumer purchasing a 2010 model year Chrysler Town & Country or Dodge Grand Caravan.

The "Minivan Pledge" allows a consumer purchasing a new 2010 model year Dodge Grand Caravan or Chrysler Town & Country minivan to return the vehicle, no questions asked, within 60 days if they aren't happy with the vehicle, or the customer can choose \$500 bonus cash in lieu of the 60-day "Minivan Pledge." Consumers should see their participating local Chrysler, Jeep, Dodge and Ram Truck dealer for full program rules.

"0 percent PLUS" continues through May 3 on most 2010 model year vehicles.

### **Chrysler Brand**

0 percent financing for 36 months plus \$1,000 consumer cash is available on most 2010 model year Chrysler vehicles.

- In addition to the "Minivan Pledge," qualified customers purchasing a 2010 Chrysler Town & Country are eligible for 0 percent financing for up to 60 months, or consumer cash of up to \$1,500
- Consumers purchasing a Chrysler 300 can choose 0 percent financing for up to 60 months plus \$1,000 consumer cash, or consumer cash of up to \$2,000
- Qualified customers purchasing a 2010 Chrysler PT Cruiser can choose 0 percent financing for 36 month, or consumer cash of up to \$2,000
- Consumers purchasing a Chrysler Sebring can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 month, or consumer cash of up to \$2,000

### **Dodge Car Brand**

0 percent financing for 36 months plus up to \$1,000 consumer cash is available on most 2010 model year Dodge car vehicles.

- In addition to the "Minivan Pledge," consumers purchasing a 2010 Dodge Grand Caravan can choose 0 percent financing for 60 months, or consumer cash of up to \$1,000. Attractive financing rates are available for longer terms
- Consumers purchasing a 2010 Charger can choose 0 percent financing for up to 60 months plus \$1,000 consumer cash, or consumer cash of up to \$2,000
- Qualified customers purchasing a 2010 Dodge Challenger are eligible for 1.9 percent financing for up to 60 months
- Consumers purchasing a 2010 Dodge Journey can choose 0 percent financing for 36 months plus up to \$1,000 consumer cash, or consumer cash of up to \$1,500. Attractive financing rates are available for longer terms
- Qualified customers purchasing a 2010 Dodge Avenger or Dodge Nitro can choose 0 percent financing for up to 60 months, 1.9 percent financing for 72 months or \$2,000 consumer cash

### **Jeep Brand**

- Consumers purchasing a 2010 Jeep Wrangler can choose 0 percent financing for 36 months or consumer cash of \$750. Attractive financing rates are available for longer terms
- Consumers who purchase a 2010 model year Jeep Liberty, Grand Cherokee or Commander can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months plus bonus cash of up to \$1000 from GMAC (with the purchase of a Liberty, Grand Cherokee or Commander) or consumer cash of up \$4,000

### **Ram Truck Brand**

- Consumers who purchase the all-new 2010 Ram Heavy Duty can choose attractive financing rates through GMAC Financial Services of 1.9 percent financings for up to 60 months or 3.9 percent financing for 72 months or \$1,000 consumer cash
- Consumers who purchase a 2010 model year Ram 1500 can receive a "no charge" HEMI® engine, or \$500 bonus cash towards the purchase of a Ram 1500 with a 3.7L or 4.7L engine. In addition, they can choose 2.9 percent financing for up to 60 months or up to \$2,500 consumer cash

- Consumers purchasing a 2010 Dodge Dakota can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months or consumer cash of up to \$2,000

## Leasing

Chrysler Group is offering attractive lease rates on several 2010 model year vehicles.

The incentives announced today are valid through April 30, 2010.

## About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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## Sales Chart

### Chrysler Group LLC U.S. Sales Summary Thru [March 2010](#)

Model	Month Sales			Sales CYTD		
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Sebring	3,783	2,245	69%	10,536	5,636	87%
300	3,798	4,729	-20%	9,939	9,757	2%
Crossfire	0	50	-100%	0	145	-100%
PT Cruiser	798	2,633	-70%	2,066	4,798	-57%
Aspen	1	788	-100%	27	3,256	-99%
Pacifica	0	304	-100%	0	970	-100%
Town & Country	11,400	8,753	30%	24,580	21,144	16%
CHRYSLER BRAND	19,780	19,502	1%	47,148	45,706	3%
Compass	1,778	1,405	27%	4,933	3,147	57%
Patriot	2,678	2,128	26%	7,636	6,403	19%
Wrangler	8,410	10,000	-16%	19,265	25,450	-24%
Liberty	4,078	4,565	-11%	10,724	11,974	-10%
Grand Cherokee	5,986	4,538	32%	15,911	12,387	28%
Commander	1,463	1,135	29%	4,978	3,185	56%
JEEP BRAND	24,393	23,771	3%	63,447	62,546	1%

Caliber	2,932	3,315	-12%	7,701	8,234	-6%
Avenger	3,093	4,451	-31%	9,669	8,553	13%
Charger	6,220	6,456	-4%	18,708	17,187	9%
Challenger	3,211	2,359	36%	7,039	8,399	-16%
Viper	18	42	-57%	68	216	-69%
Magnum	0	21	-100%	0	72	-100%
Journey	4,642	5,987	-22%	13,571	13,694	-1%
Caravan	7,749	11,358	-32%	21,437	23,580	-9%
Nitro	1,640	1,894	-13%	4,209	5,218	-19%
Durango	1	518	-100%	32	1,531	-98%
DODGE BRAND	29,506	36,401	-19%	82,434	86,684	-5%
Dakota	1,109	1,564	-29%	2,994	4,357	-31%
Ram P/U	17,818	19,328	-8%	38,042	46,619	-18%
Sprinter	17	435	-96%	150	1,296	-88%
RAM BRAND	18,944	21,327	-11%	41,186	52,272	-21%
TOTAL DODGE	48,450	57,728	-16%	123,620	138,956	-11%
TOTAL CHRYSLER GROUP LLC	92,623	101,001	-8%	234,215	247,208	-5%
TOTAL CAR	23,055	23,668	-3%	63,660	58,201	9%
TOTAL TRUCK	69,568	77,333	-10%	170,555	189,007	-10%
Selling Days	26	25		74	75	

Global Sales Reporting & Analysis

April 1, 2010

Consumers purchasing a 2010 Jeep Compass or Patriot can choose 0 percent financing for 36 months plus \$1,000 consumer cash, or consumer cash of \$1,500. Attractive financing rates are available for longer terms

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