

Chrysler Begins 2013 as the Number One Seller of Vehicles in Canada

- Thirty-eight consecutive months of year-over-year sales growth – longest growth streak in Company's history
- Best retail January sales since 1996
- 17,000 vehicles sold, an increase of 3 per cent over January 2012 sales
- January sales records set for Dodge Journey, Jeep Wrangler, Fiat 500, Chrysler 200, Ram trucks and Chrysler Town & Country
- Ram pickup and Dodge Grand Caravan are the #2 and #4 best-selling vehicles in Canada

January 31, 2013, Windsor, Ontario - Chrysler Canada today announced its 38th consecutive month of year-over-year sales growth, representing the longest sales streak in the Company's history. January 2013 sales were 17,013 compared with 16,584 in January 2012, which represents a 3 per cent increase.

"Starting the new year as the best-selling manufacturer in the country validates the strong investments we have made into our product portfolio," said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "We finished 2012 by shattering annual sales records for Ram trucks, Jeep Wrangler, Chrysler 200 and Fiat 500 and we are glad to see that momentum continue into 2013."

Sales Highlights

Mid-size car sales remained very strong in January, up 37 per cent over the same month one year ago with 1,065 sales. Of note, sales of the Chrysler 200 were 641, compared with 575 in January 2012, representing an 11 per cent increase. This also represents a January sales record for Chrysler 200. As well, Dodge Avenger saw its sales double in January 2013 with 424 units, compared with 204 sold in the same month, one year ago. Additionally, the fuel-efficient and stylish Fiat 500 set a January record, with 328 vehicles sold compared with 321 sold in the same timeframe of 2012, marking a 2 per cent increase.

The Windsor-built Chrysler Town & Country recorded a sales growth that tripled the results from January 2012, with 619 units sold. This represents a January sales record for the Chrysler Town & Country. Now in their 29th year, Chrysler minivans (Dodge Grand Caravan and Chrysler Town & Country) still command an impressive 70 per cent of the minivan segment in Canada with more than 13.5 million vehicles having been sold around the world.

Jeep Wrangler, ranked "4x4 of the Decade" by *Four Wheeler Magazine*, saw its sales grow 44 per cent in January 2013, with 1,048 units sold, compared with 729 sold in January 2012. These results represent a monthly sales record for Jeep Wrangler.

Dodge Journey remains Canada's best-selling and most affordable mid-size crossover. January sales marked a record month for Dodge Journey with 1,996 vehicles sold, compared with 1,951 sold in the same period of 2012. This marks an increase of 2 per cent.

Recently voted the North American Truck/Utility of the Year, as well as Motor Trend Truck of the Year, Ram truck sales were up 24 per cent for the month of January 2013 with 5,405 trucks sold. This compares with 4,345 trucks sold in the same month of 2012 and represents a January sales record.

Sales Charts:

January	January 2013	January 2012	% Change
Total Volume	17,013	16,584	3%

Model Highlights	January 2013	January 2012	% Change	
Ram Pickup	5,405	4,345	24%	Record January
Dodge Journey	1,996	1,951	2%	Record January
Jeep Wrangler	1,048	729	44%	Record January
Chrysler 200	641	575	11%	Record January
Chrysler Town & Country	619	190	226%	Record January
Fiat 500	328	321	2%	Record January

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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