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Chrysler LLC Car and SUV Sales Start the Year Strong; New Day Value Packages for Customers Begin in February

- Dodge brand car sales rise 42 percent year-over-year on strength of Dodge Avenger, Viper, Caliber and Charger
- Chrysler Aspen January sales rise 20 percent versus 2007
- Jeep® Liberty sales up 17 percent in January
- Chrysler sets a new tone for the company debuting 12 Chrysler, Jeep and Dodge value packages on high-volume vehicles as part of New Day Celebration beginning Feb. 3

January 31, 2008, Auburn Hills, Mich. -

Chrysler LLC's total U.S. sales of 137,392 units were down 12 percent and total fleet sales were down 18 percent in January. This was due to a planned reduction of daily rental fleet vehicles that is in line with the Company's strategy. All sales figures are reported as unadjusted.

The Company opened the new year with strong sales performance from the Dodge Avenger, Dodge Viper, Dodge Caliber and Dodge Charger, all contributing to a year-over-year sales increase of 42 percent (28,457 units) for Dodge brand car sales. This is compared with 20,020 units in January 2007.

Chrysler Aspen sales of 2,570 units represented a 20 percent increase in January 2008 versus the same period last year.

Based on strong consumer demand, sales of the redesigned Jeep® Liberty mid-size sport-utility vehicle increased 17 percent to 8,331 units in January 2008. Sales in January 2007 were 7,141 units.

"As customers become even more thoughtful about the vehicles they buy, Chrysler is committed to delivering products that meet their needs—and exceed their expectations," Jim Press, Vice Chairman and President, said. "While the government works on an economic stimulus package, we are ready to offer consumers the best value in the American car market, with vehicles that meet the highest safety and quality standards. We are pleased to offer products like the Dodge Journey, Challenger and Ram; and launching soon, the two new SUV hybrids – Chrysler Aspen and Dodge Durango. These products, combined with the best-in-industry Lifetime Powertrain Warranty, will continue to bring more customers to our showrooms."

Chrysler LLC is launching the New Day Celebration campaign in 55 regional markets as part of its Dealer Advertising Association (DAA) local buys around the Super Bowl on Sunday, Feb. 3. The new campaign theme is based on the new Chrysler direction as a company that listens to its customers and is committed to moving fast and responding to customer and dealer feedback.

"We're moving fast to earn the trust of dealers and customers and prove that we are listening," Deborah Meyer, Vice President and Chief Marketing Officer said. "In the first 60 days after Chrysler became private, we approved 260 line-item improvements to our products. With all of the changes, we have the opportunity to really get back in step with the American public. Our task is to challenge old perceptions and build a new image that is strong and relevant to today's consumers—and prove that it really is a New Day for Chrysler."*

The Company finished the month with 413,874 units of inventory, or a 75-day supply. Inventory is down by 15 percent

compared with January 2007 when it was at 488,410 units.

*See release titled "Chrysler LLC Kicks Off New Day Celebration Campaign and Sets a New Tone for the Company Beginning on Feb. 3" on the Chrysler Media Site at www.media.chrysler.com/newsrelease.do?id=7654&mid=1

Chrysler LLC U.S. Sales Summary Thru January 2008

<u>Model</u>	Month Sales			Sales CYTD		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	9,178	6,885	33%	9,178	6,885	33%
300	7,750	8,587	-10%	7,750	8,587	-10%
Crossfire	124	317	-61%	124	317	-61%
PT Cruiser	4,762	8,317	-43%	4,762	8,317	-43%
Aspen	2,570	2,146	20%	2,570	2,146	20%
Pacifica	897	3,857	-77%	897	3,857	-77%
Town & Country	9,091	11,377	-20%	9,091	11,377	-20%
CHRYSLER BRAND	34,372	41,486	-17%	34,372	41,486	-17%
Compass	2,685	3,965	-32%	2,685	3,965	-32%
Patriot	4,489	175	2465%	4,489	175	2465%
Wrangler	6,137	8,954	-31%	6,137	8,954	-31%
Liberty	8,331	7,141	17%	8,331	7,141	17%
Grand Cherokee	7,828	9,635	-19%	7,828	9,635	-19%
Commander	3,666	5,491	-33%	3,666	5,491	-33%
JEEP BRAND	33,136	35,361	-6%	33,136	35,361	-6%
Caliber	10,885	8,672	26%	10,885	8,672	26%
Avenger	7,185	1,284	460%	7,185	1,284	460%
Charger	7,972	7,440	7%	7,972	7,440	7%
Viper	73	44	66%	73	44	66%
Magnum	2,342	2,309	1%	2,342	2,309	1%
Dakota	2,076	3,816	-46%	2,076	3,816	-46%
Ram P/U	19,902	24,379	-18%	19,902	24,379	-18%
Caravan	8,095	18,593	-56%	8,095	18,593	-56%
Durango	3,833	5,712	-33%	3,833	5,712	-33%
Nitro	6,119	6,191	-1%	6,119	6,191	-1%
Sprinter	1,402	750	87%	1,402	750	87%
DODGE BRAND	69,884	79,461	-12%	69,884	79,461	-12%

TOTAL CHRYSLER LLC	137,392	156,308	-12%	137,392	156,308	-12%
TOTAL CAR	45,763	36,505	25%	45,763	36,505	25%
TOTAL TRUCK	91,629	119,803	-24%	91,629	119,803	-24%
Selling Days	25	25		25	25	

Global Sales Reporting & Analysis
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About Chrysler LLC

Chrysler LLC, headquartered in Auburn Hills, Mich., produces Chrysler, Jeep, Dodge and Mopar® brand vehicles and products. Total sales worldwide in 2007 were 2.68 million vehicles. Sales outside of North America were the highest in a decade with an increase of 15 percent over 2006. Its product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, the Jeep Wrangler and the Dodge Charger.

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