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## **Chrysler LLC March 2008 Sales Indicate Newest Models Have Strong Customer Appeal**

- Total sales record set for fuel-efficient compact vehicle trio of Dodge Caliber, Jeep® Compass and Jeep Patriot
- New long-wheelbase minivan models' individual sales continue to grow
- Chrysler Sebring and Dodge Avenger increase Chrysler LLC year-to-date market share in competitive standard mid-size segment
- All-new Dodge Journey off to a great new start

March 31, 2008, Auburn Hills, Mich. - Chrysler LLC today reported total March 2008 sales of 166,386 units, which is 19 percent below the same period last year. Total March sales reflect a combination of positive consumer response to new models, a sustained and planned reduction in daily-rental fleet vehicle sales and an industry-wide slowdown in large pickup truck and SUV sales. All sales figures are reported as unadjusted.

"We are in a period where the public hears news about the economy every day and it is clearly having an impact on our industry," said Vice Chairman and President Jim Press. "At the same time, this market environment is driving more customers to our newest value-oriented, fuel-efficient products like Jeep® Patriot, Dodge Journey, Dodge Avenger and Chrysler Sebring. Chrysler's strategy to right-size our operations, increase fuel efficiency and reduce daily-rental fleet sales will help us get through this period as a stronger company with healthier dealers."

Chrysler had solid customer interest for its combined compact vehicle lineup of the Dodge Caliber, Jeep Compass and Patriot. Combined, the three vehicles reached 21,909 compact vehicle buyers in March, an increase of 51 percent from March 2007. All three models had increased sales in March to set a new monthly sales record for the lineup.

New customer sales increased 18 percent for Chrysler's two new long-wheelbase minivans, the Chrysler Town & Country and Dodge Grand Caravan. Total Dodge Grand Caravan March sales were 14,101, an increase of 8 percent over the same model in 2007. The Chrysler Town & Country long-wheelbase model had strong March sales of 13,335 units, a year-over-year increase of 32 percent.

Chrysler's new mid-size cars continue to grab marketshare with total Chrysler Sebring Sedan/Sebring Convertible sales up 23 percent and Dodge Avenger sales up 8 percent, for a 15 percent segment increase in March 2008. Another new vehicle, the Dodge Journey sold 2,640 units in its second month of sales.

The Company finished the month with 423,607 units of inventory, or a 66-day supply. Inventory is down by 15 percent compared with March 2007 when it was at 499,771 units.

### **Customer Initiatives**

Chrysler LLC recently launched a Customer Advisory Board, providing the Company an opportunity to establish two-way dialogue with customers and design the products they want and need.

In April, Chrysler will continue to offer special "New Day" vehicle packages that combine our most popular features on a wide range of vehicles at reduced prices.

Chrysler will continue to offer the most unique product lineup in the industry, along with the most innovative products and the best Lifetime Powertrain Warranty coverage in the market.

### **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 from 2006. The Company's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Dodge Charger.

#### About Chrysler Customer Advisory Board

See press release "Chrysler LLC First in Industry to Launch Innovative Online Customer Advisory Board" on the right under Related Documents.

#### Chrysler LLC U.S. Sales Summary Thru March 2008

<u>Model</u>	<u>Month Sales</u>		<u>Vol %</u>	<u>Sales CYTD</u>		<u>Vol %</u>
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	10,177	8,306	23%	30,411	20,935	45%
300	7,995	11,376	-30%	24,952	30,376	-18%
Crossfire	190	678	-72%	462	2,281	-80%
PT Cruiser	5,305	8,531	-38%	15,604	25,333	-38%
Aspen	2,668	2,896	-8%	8,117	7,244	12%
Pacifica	866	6,438	-87%	2,693	16,432	-84%
Town & Country *	13,338	13,649	-2%	34,381	36,871	-7%
<b>CHRYSLER BRAND</b>	<b>40,539</b>	<b>51,874</b>	<b>-22%</b>	<b>116,620</b>	<b>139,472</b>	<b>-16%</b>
Compass	4,836	3,802	27%	10,400	11,838	-12%
Patriot	7,564	2,109	259%	17,248	2,928	489%
Wrangler	8,589	13,397	-36%	21,814	31,591	-31%
Liberty	7,366	9,634	-24%	23,047	24,363	-5%
Grand Cherokee	8,172	10,398	-21%	23,163	30,856	-25%
Commander	3,414	5,995	-43%	9,648	16,896	-43%
<b>JEEP BRAND</b>	<b>39,941</b>	<b>45,335</b>	<b>-12%</b>	<b>105,320</b>	<b>118,472</b>	<b>-11%</b>
Caliber	9,509	8,634	10%	31,331	27,206	15%
Avenger	9,755	9,026	8%	25,246	15,515	63%
Charger	9,296	12,707	-27%	27,018	30,923	-13%
Viper	109	54	102%	272	153	78%
Magnum	1,150	2,983	-61%	5,354	8,425	-36%
Dakota	4,074	6,411	-36%	8,767	15,399	-43%
Ram P/U	26,318	38,301	-31%	68,862	91,313	-25%
Journey	2,640	0	0%	3,382	0	0%
Caravan *	14,104	17,921	-21%	33,271	52,889	-37%
Durango	2,691	4,362	-38%	9,258	14,590	-37%

Nitro	4,981	7,532	-34%	15,355	19,697	-22%
Sprinter	1,279	876	46%	3,815	2,253	69%
<b>DODGE BRAND</b>	<b>85,906</b>	<b>109,226</b>	<b>-21%</b>	<b>231,931</b>	<b>279,305</b>	<b>-17%</b>
<b>TOTAL CHRYSLER LLC</b>	<b>166,386</b>	<b>206,435</b>	<b>-19%</b>	<b>453,871</b>	<b>537,249</b>	<b>-16%</b>
<b>TOTAL CAR</b>	<b>48,339</b>	<b>55,608</b>	<b>-13%</b>	<b>145,601</b>	<b>139,511</b>	<b>4%</b>
<b>TOTAL TRUCK</b>	<b>118,047</b>	<b>150,827</b>	<b>-22%</b>	<b>308,270</b>	<b>397,738</b>	<b>-22%</b>
<b>Selling Days</b>	26	28		76	77	

Global Sales Reporting & Analysis

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\*Chrysler Town & Country and Dodge Grand Caravan sales comparison include eliminated 2007 model year short-wheel-base vehicles.

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