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## **Chrysler Group LLC Reports September 2009 U.S. Sales**

- Chrysler Group increases market share compared with August 2009
- Jeep® Wrangler sales up 7 percent compared with August 2009, continues to lead the segment in sales
- Jeep Grand Cherokee sales increase 23 percent versus September 2008
- Dodge Challenger sales increase 57 percent versus August 2009
- Dodge Charger sales up 16 percent compared with the August 2009

September 30, 2009, Auburn Hills, Mich. -

The Jeep® Wrangler continued its strong sales trend in September with 6,002 units sold, a 7 percent increase compared with August 2009. Wrangler continues to be tops in market share in the compact sport-utility vehicle (SUV) segment.

In addition to Jeep Wrangler's strong showing in September, Jeep Grand Cherokee sales (5,601 units) increased 23 percent compared with the same time period in 2008.

Dodge Challenger sales (1,778 units) increased 57 percent compared with August 2009, and the Dodge Charger saw increased sales (7,507 units) of 16 percent compared with August 2009.

Mopar U.S. net sales were even compared with August 2009, balancing tough market conditions with the launch of several campaigns that were successfully implemented through the full commitment of the dealer network. Digital owners' manuals were announced for all 2010 model-year vehicles, a move that will save 930 tons of paper or 20,000 trees annually. Buyers of 2010 Chrysler, Jeep and Dodge vehicles will receive a digitized owner's manual on a DVD and a full-color guide, eliminating the bulky paper version. Separately, at the Frankfurt Motor Show last month, Mopar showcased a "Moparized" Jeep Wrangler Unlimited and a Jeep Liberty.

Chrysler Group LLC reported total U.S. sales of 62,197 units, a decrease of 42 percent compared with September 2008. The company finished the month with 138,456 units in inventory, representing a 56-day supply. Inventory is down 64 percent versus September 2008 when it totaled 381,365 units. Overall industry sales figures for September are projected to come in at an estimated 9.4 million SAAR.

"While we had some bright spots in September, it was still a challenging sales environment for the industry," said Peter Fong, President and Chief Executive Officer-Chrysler Brand and Lead Executive for the Sales Organization, Chrysler Group LLC. "Low inventories of popular models at the start of the month hampered Chrysler, Jeep and Dodge sales, however, the company responded with increased production. The company finished the month with increased market share compared with August 2009.

"We believe the remainder of 2009 will continue to be a challenge for the U.S. automotive market. Credit markets have thawed slightly, but still remain tight, and consumer confidence, as we saw in September, is tenuous," Fong added.

### **Incentives**

In October, Chrysler, Jeep and Dodge dealers continue to offer competitive lease rates on all 2010 model year vehicles.

"Consumers are responding to Chrysler Group's return to leasing, appreciating the flexibility this financing option

gives them," said Steven Beahm, Vice President-Sales Organization, Chrysler Group LLC. "

Featured vehicles with special lease rates through Nov. 2, 2009 are:

- Chrysler Town & Country
- Dodge Grand Caravan, Nitro and Journey
- Jeep Liberty

2010 Model Year Chrysler Vehicles:

Beginning today, the Chrysler brand offers consumers a variety of financing options that will fit almost every situation. On select 2010 models, consumers can choose 0 percent financing for up to 36 months through GMAC Financial Services plus consumer cash of up to \$1,000, or they can choose consumer cash of up to \$2,000. Attractive financing rates also are available through GMAC Financial Services on all 2010 model year Chrysler vehicles.

2010 Model Year Dodge Vehicles:

On select 2010 model Dodge vehicles, consumer cash of up to \$2,000 or attractive financing rates through GMAC Financial Services on all 2010 model Dodge vehicles are available effective today.

2010 Model Year Jeep Vehicles:

Beginning today, the Jeep brand is offering consumers a variety of financing options on select 2010 model year Jeep vehicles. Options include 0 percent financing for up to 36 months through GMAC Financial Services plus consumer cash of up to \$1,000, or consumer cash of up to \$3,000. Attractive financing rates through GMAC Financial Services also are available on all 2010 model year Jeep vehicles.

Current Jeep vehicle owners also are eligible for \$1,000 Owner Loyalty Bonus Cash available to use toward the purchase or lease of select 2009 and 2010 model year vehicles.

2009 Model Year Vehicles:

Chrysler Group is offering 0 percent financing for up to 72 months through GMAC Financial Services or up to \$4,500 consumer cash on select 2009 model year Chrysler, Jeep and Dodge vehicles.

The above incentives are valid Oct. 1 through Nov. 2, 2009.

October also marks the start of "National Car Care Month." Mopar, in association with the Car Care Council, encourages consumers to visit their local Chrysler, Jeep and Dodge dealer for special promotions on genuine, authorized Mopar parts and service, which will help prepare their vehicle for the upcoming winter months. October is also "Tire Month," and Mopar is providing exclusive tire offers for consumers.

**About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Mopar and Global Electric Motors (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 Dodge Ram. 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.

**Sales Chart**

Chrysler Group LLC U.S. Sales Summary Thru September 2009

| Model   | Month Sales |       | Vol %  | Sales CYTD |        | Vol %  |
|---------|-------------|-------|--------|------------|--------|--------|
|         | Curr Yr     | Pr Yr | Change | Curr Yr    | Pr Yr  | Change |
| -----   | -----       | ----- | -----  | -----      | -----  | -----  |
| Sebring | 1,451       | 5,450 | -73%   | 17,431     | 61,428 | -72%   |
| 300     | 3,411       | 4,287 | -20%   | 29,322     | 51,807 | -43%   |

|                |        |         |       |         |           |      |
|----------------|--------|---------|-------|---------|-----------|------|
| Crossfire      | 127    | 113     | 12%   | 499     | 1,566     | -68% |
| PT Cruiser     | 258    | 2,410   | -89%  | 16,760  | 42,345    | -60% |
| Aspen          | 143    | 1,313   | -89%  | 5,852   | 17,681    | -67% |
| Pacifica       | 45     | 544     | -92%  | 1,955   | 5,621     | -65% |
| Town & Country | 3,611  | 9,229   | -61%  | 61,715  | 95,287    | -35% |
| CHRYSLER BRAND | 9,046  | 23,346  | -61%  | 133,534 | 275,735   | -52% |
| -----          | -----  | -----   | ---   | -----   | -----     | ---  |
| Compass        | 101    | 993     | -90%  | 10,025  | 22,389    | -55% |
| Patriot        | 1,377  | 3,190   | -57%  | 25,596  | 47,344    | -46% |
| Wrangler       | 6,002  | 6,130   | -2%   | 65,045  | 65,135    | 0%   |
| Liberty        | 2,715  | 4,963   | -45%  | 32,653  | 54,293    | -40% |
| Grand Cherokee | 5,601  | 4,565   | 23%   | 39,890  | 57,333    | -30% |
| Commander      | 1,491  | 1,590   | -6%   | 8,843   | 22,654    | -61% |
| JEEP BRAND     | 17,287 | 21,431  | -19%  | 182,052 | 269,148   | -32% |
| -----          | -----  | -----   | ---   | -----   | -----     | ---  |
| Caliber        | 654    | 6,129   | -89%  | 29,814  | 74,069    | -60% |
| Avenger        | 2,859  | 4,500   | -36%  | 27,331  | 53,828    | -49% |
| Charger        | 7,507  | 8,118   | -8%   | 46,110  | 80,220    | -43% |
| Challenger     | 1,778  | 2,376   | -25%  | 18,878  | 8,443     | 124% |
| Viper          | 19     | 86      | -78%  | 367     | 872       | -58% |
| Magnum         | 0      | 35      | -100% | 113     | 6,777     | -98% |
| Dakota         | 399    | 622     | -36%  | 8,894   | 21,626    | -59% |
| Ram P/U        | 13,452 | 20,812  | -35%  | 143,205 | 196,058   | -27% |
| Journey        | 2,989  | 4,860   | -38%  | 37,842  | 35,627    | 6%   |
| Caravan        | 4,112  | 11,056  | -63%  | 64,912  | 102,398   | -37% |
| Durango        | 162    | 616     | -74%  | 3,416   | 17,339    | -80% |
| Nitro          | 1,135  | 2,531   | -55%  | 13,645  | 30,071    | -55% |
| Sprinter       | 798    | 831     | -4%   | 5,403   | 11,308    | -52% |
| DODGE BRAND    | 35,864 | 62,572  | -43%  | 399,930 | 638,636   | -37% |
| -----          | -----  | -----   | ---   | -----   | -----     | ---  |
| TOTAL CHRYSLER |        |         |       |         |           |      |
| GROUP LLC      | 62,197 | 107,349 | -42%  | 715,516 | 1,183,519 | -40% |
|                |        |         |       |         |           |      |
| TOTAL CAR      | 17,806 | 31,099  | -43%  | 169,867 | 340,101   | -50% |
| TOTAL TRUCK    | 44,391 | 76,250  | -42%  | 545,649 | 843,418   | -35% |
| -----          | -----  | -----   | ---   | -----   | -----     | ---  |
| Selling Days   | 25     | 24      |       | 229     | 230       |      |
| -----          | --     | --      |       | ---     | ---       |      |

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