

Chrysler Canada Reports 21 Months of Consecutive Sales Growth

- August sales records for Jeep® Wrangler, Dodge Grand Caravan, Dodge Journey
- Total sales up 17 per cent
- Ram truck and Dodge Grand Caravan are #2 and #3 best-selling vehicles in Canada
- Passenger car sales up over 50%

August 31, 2011, Windsor, Ontario -

Chrysler Canada today announced the company's 21st month of consecutive sales growth, reporting sales of 18,816 for the month of August 2011 compared with 16,144 in August 2010. August sales were up 17 per cent versus one year ago.

"Our light trucks continue to set monthly records and Ram truck and Dodge Grand Caravan are firmly entrenched as the second and third best selling vehicles in Canada." said Dave Buckingham, Chief Operating Officer, Chrysler Canada. "Along with our truck success, incremental sales from the Fiat 500 and Chrysler 200 have allowed us to gain more market share than any other automotive company in Canada this year"

Sales highlights:

Jeep brand sales were up 18 per cent compared to the same period in 2010. The legendary Jeep Wrangler continues to celebrate its 70th anniversary with a new level of capability thanks to an all-new 3.6L Pentastar VVT V6. The Jeep Wrangler experienced a record month, with sales up 51 per cent from last year with 1,589 units. The all-new Jeep Grand Cherokee saw a sales increase of 75 per cent, with 670 units and the redesigned Jeep Compass sales were up 53 per cent compared to August, 2010 with 551 units.

The Windsor-built Dodge Grand Caravan saw its sales go up 47 per cent over the same period one year ago with 5,466 units. Adding to the company's product offerings, the first all new Ram Cargo Van rolled off the line yesterday at Windsor Assembly Plant.

Canada's number-one selling crossover, the Dodge Journey, saw an August sales record of 2,158 units, representing an increase of 1 per cent over last year's August record.

The all-new Fiat 500 is making a splash as more and more dealerships are opening their doors. This month saw 616 sales of the fuel-efficient, affordable and fun-to-drive car.

Sales Chart

August Sales	August 2011	August 2010	% Change
Total Volume	18,816	16,144	17%

Model Highlights	August 2011	August 2010	% Change	
Dodge Grand Caravan	5,466	3,720	47%	All-time Record August sales
Dodge Journey	2,158	2,141	1%	All-time Record August sales
Jeep Wrangler	1,589	1,054	51%	All-time Record August sales

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CYTD Sales	August 2011	August 2010	% Change
Total Volume	163,816	143,937	14%

Model Highlights	August 2011	August 2010	% Change	
Ram Pick-up	41,355	37,045	12%	#2 selling vehicle YTD
Dodge Grand Caravan	39,790	38,332	4%	#3 selling vehicle YTD
Dodge Journey	21,350	14,933	43%	#1 selling crossover YTD

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 86th anniversary in 2011. 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, Mopar®, SRT and Fiat vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram 1500.

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