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Chrysler de Mexico Reports Sales of 6,754 Units During September 2013

- FIAT sales improved 57 percent versus September 2012
- Dodge Challenger reports its best September since 2008 with an 86-percent increase
- Dodge Dart achieved a 19-percent sales increase during September

September 30, 2013, Mexico City - Chrysler de Mexico reached a total of 6,754 units during September 2013.

"The FIAT brand experienced continued growth; customers recognize the great versatility of our products," said Bruno Cattori, President and CEO - Chrysler de Mexico. "We will continue bringing new and revamped products in order to satisfy our customers' needs."

Chrysler Brand

Chrysler brand sales totaled 324 units during September 2013.

Jeep® Brand

Jeep brand sold 1,468 units, aided by a 15-percent increase in Jeep Wrangler sales.

Dodge Brand

Significant sales of the Dodge Challenger (up 86 percent) and Dodge Dart (up 19 percent) pushed total Dodge brand sales to 2,624 units for the month.

Ram Truck Brand

For the month, Ram Truck brand posted sales of 912 units.

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo had a successful month, with sales rising 57 percent year-over-year. Fiat Strada sold 125 units, Fiat Uno registered sales of 182 units and Fiat Palio registered sales of 146 units.

About Chrysler de Mexico

Chrysler de Mexico was established in 1938 and has its headquarters in Santa Fe. It has six plants located in Toluca and Saltillo, and one automotive engineering center located in Mexico City. Facilities include: Toluca Assembly Plant, Toluca Stamping Plant, Saltillo Truck Assembly Plant, Saltillo Engine Plant Ramos Arizpe, Saltillo Stamping Plant, and Saltillo South Engine Plant. Since 2009, Chrysler de Mexico has been implementing World Class Manufacturing (WCM) — a production methodology designed to reduce waste — has increased productivity, and has restored dignity to the employees in all of its plants.

The Toluca Complex provides body panels and final assembly for Dodge Journey, Fiat 500, and Fiat Freemont. The Saltillo facilities manufacture the 5.7-liter V-8 HEMI® engine, 6.4-liter V-8 HEMI engine, and 3.6-liter V-6 Pentastar engine. They also build the Ram 1500, the Ram 2500/3500, the Ram Mega Cab, the Ram 3500 Chassis Cab, the Ram 4500/5500, and the DX Chassis Cab (Mexican market) plus related body panels.

The Chrysler Automotive Engineering Center was created to develop, evaluate, and test new vehicles to ensure they satisfy government requirements. The Engineering Center includes vehicle testing facilities, pollution/emission labs, material engineering, metrology, and engine and transmission dynamometers.

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