

Chrysler Canada Reports Highest July Sales in History

- 28,007 vehicles sold; an increase of 7 per cent over July 2013 sales
- July sales record for Chrysler 200
- July sales record set for Ram and Jeep brands
- Highest sales ever for Jeep Wrangler
- Strong month for Dodge Grand Caravan
- Chrysler Canada remains the top seller of vehicles in the country for 2014
- Highest CYTD sales through July in history

July 31, 2014, Windsor, Ontario - Chrysler Canada today announced its 56th consecutive month of year-over-year sales growth, signifying the longest sales streak in the company's history. July 2014 sales were 28,007, compared with 26,209 in July 2013, representing an 7 per cent increase and marking the highest July sales in the company's history. In addition, retail sales of 24,164 units for the month represent the best retail sales results of any month on record. Chrysler Canada remains the top-selling automotive company in the country for 2014.

"Chrysler Canada has been established for nearly 90 years and July 2014 marks the highest calendar-year to-date sales results in our history," said David Buckingham, Chief Operating Officer, Chrysler Canada. "With the arrival of the all-new, game-changing Chrysler 200 in Canadian showrooms, our strong product portfolio of cars, trucks and SUVs are well suited to meet the driving needs of all consumers."

Sales Highlights:

The all-new Chrysler 200 is off to a great start as it experienced its first full month of sales in July with 1,331 units sold. This marks an increase of 44 per cent, compared with 925 sales of the previous model in July of 2013. With more advanced safety features than any other vehicle in its class, as well as best-in-class horsepower and a 26 per cent improvement in fuel economy versus the previous 4-cylinder model, the Chrysler 200 certainly stands out in the sedan segment.

Ram set a brand and pickup truck sales record in July. With the recent announcement that every single 2015 Ram pickup truck will come with a trailer-tow rating achieved using SAE's J2807 testing protocols, comes validation that Ram beats the competition in the two most sought-after titles in the pickup truck market, fuel economy and SAE towing capacity. This kind of continuous innovation has led Ram to experience a record-breaking July with 8,095 trucks sold, compared with 7,854 sold in July of 2013. These results mark the 19th consecutive month of year-over-year increases for Ram pickup truck sales.

The Jeep brand also set a July sales record, led by Jeep Wrangler. In fact, with 2,797 units sold, Jeep Wrangler achieved its highest month of sales ever. The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience.

Lastly, the Windsor-build Dodge Grand Caravan had a strong month in July 2014, with 5,809 sales compared with 5,286 in July 2013. Coupled with the Chrysler Town & Country, these Chrysler Group minivans command 70 per cent of the minivan market in Canada and remain the best-selling minivans in the world. Recently, the respected automotive website Edmonds.com issued a Top Rated Vehicles awards list, naming Dodge Grand Caravan as "2014 Most Popular on Edmonds.com" in the minivan category.

Sales Chart:

July	July 2014	July 2013	% Change
Total Volume	28,007	26,209	7%

Model Highlights	July 2014	July 2013	% Change	
Ram Pickup	8,095	7,854	3%	All-time record July
Jeep Wrangler	2,797	2,243	25%	All-time record month
Chrysler 200	1,331	925	44%	All-time record July
Total Ram Brand	8,613	8,165	5%	All-time record July
Total Jeep Brand	6,900	4,364	58%	All-time record July

CYTD Sales	July 2014	July 2013	% Change
Total Volume	174,599	165,443	6%

Model Highlights	July 2014	July 2013	% Change	
Ram Pickup	50,933	49,082	4%	#2 selling vehicle in Canada
Dodge Grand Caravan	32,364	29,027	11%	#1 selling Minivan in Canada
Total Ram Brand	54,875	50,866	8%	
Total Jeep Brand	40,193	27,988	44%	

About Chrysler Canada:

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. 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, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Chrysler Town & Country, Jeep Wrangler, Dodge Journey, Ram 1500, Jeep Grand Cherokee and Fiat 500.

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