

Chrysler Canada Reports October Sales Records for Jeep and Ram Brands

- 22,303 vehicles sold; an increase of 23 per cent over October 2013
- 59 consecutive months of year-over-year sales growth
- October sales record set for Jeep Wrangler, Chrysler 200 and Ram trucks
- October sales record set for Jeep and Ram brands

November 3, 2014, Windsor, Ontario - Chrysler Canada today announced its 59th consecutive month of year-over-year sales growth, signifying the longest sales streak in the Company's history. October 2014 sales were 22,303, compared with 18,131 sold in October 2013, marking an increase of 23 per cent. That October 2014 figure contributes to the best calendar-year-to-date sales through ten months in the Company's history.

"2014 is shaping up to be a historic year for Chrysler Canada," said David Buckingham, Chief Operating Officer, Chrysler Canada. "All-new products such as the Chrysler 200 and Jeep Cherokee continue to resonate well with consumers as evidenced by our best calendar-year-to-date sales in our company's 89 year history."

Sales Highlights:

The Jeep brand saw its sales spike 79 per cent in October 2014, which marks a monthly sales record for the brand. The sales surge was led primarily by the Jeep Wrangler, which exudes an iconic design, open air freedom and the ability to go anywhere and do anything, providing Canadians with an exhilarating driving experience. In the month of October 2014, 1,360 copies of the Jeep Wrangler were sold in Canada. This is an increase of 12 per cent over the same month, one year prior and represents a monthly sales record.

On the passenger car side of the business, the all-new Chrysler 200 continues to gain momentum in the marketplace with sales in October of 1,800 units. This marks an increase of 121 per cent, compared with 816 sales of the previous model in October of 2013. These results also represent a monthly sales record. 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.

The Ram truck brand also set an all-time monthly record in October of 2014 with 6,912 sales, marking the brand's 23rd month of consecutive year-over-year sales gains in Canada. Offering a choice of engines, including the legendary 5.7L HEMI V8, the award-winning Pentastar V6 or the exclusive 3.0L EcoDiesel V6, Ram 1500 offers the best powertrains in the industry. Looking specifically at Ram pickup truck sales within the full Ram brand line-up, there were 6,448 sold in October 2014, compared with 5,599 sold in October 2013, representing a 15 per cent increase and marking a monthly sales record.

Sales Charts:

October	October 2014	October 2013	% Change
Total Volume	22,303	18,131	23%

Model Highlights	October 2014	October 2013	% Change	
Ram Pickup	6,448	5,599	15%	Record October Sales
Jeep Wrangler	1,360	1,211	12%	Record October Sales
Chrysler 200 Sedan	1,800	816	121%	Record October Sales
Total Ram Brand	6,912	5,849	18%	Record October Sales

Total Jeep Brand	5,561	3,103	79%	Record October Sales
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CYTD Sales	October 2014	October 2013	% Change
Total Volume	247,469	225,364	10%

Model Highlights	October 2014	October 2013	% Change	
Ram Pickup	71,657	67,727	6%	#2 in Canada
Dodge Grand Caravan	45,018	40,173	12%	#1 Minivan in Canada
Jeep Wrangler	19,987	16,692	20%	
Total Ram Brand	77,170	70,235	10%	
Total Jeep Brand	59,728	36,962	62%	

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 Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

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