

Chrysler de Mexico Set a Sales Record for 2014

- Chrysler de Mexico sold 9,012 units in November 2014, setting a sales record for the year
- Chrysler brand reported sales of 617 sales units during November 2014, setting a sales record for the year
- Jeep® brand logged sales of 2,501 units, a 13 percent increase over November 2013
- Ram brand posted a sales increase of 44 percent, setting a sales record for the year
- Ram Crew Cab reported its best sales month in its history
- Dodge Journey established a sales record for the year

December 2, 2014, Mexico City - Chrysler de Mexico announced today sales of 9,012 units for the month of November 2014, setting a sales record for 2014.

"Last month, our Jeep and Ram brands stood out by posting double-digit increases, due primarily to products launched this year, such as the Jeep Cherokee and Ram 700. Both vehicles have something in common; they raise the bar on their segments," said Bruno Cattori, President & CEO of Chrysler de Mexico. "We will continue working in order to bring vehicles with the best quality and performance to the market."

Chrysler Brand

Chrysler brand reported sales of 617 units during November 2014; its best sales month of the year. The 2015 Chrysler 200 sold 205 units during November 2014 and was named "Best Sedan" by Hispanic Motor Press Awards and "Best Buy" in the midsize segment by Consumer Guide.

The 2015 Chrysler Town & Country again earned "Minivan Best Buy" from Consumer Guide, an award it won every year since 2011.

Jeep® Brand

Jeep brand registered a growth of 13 percent versus prior year.

Dodge Brand

Dodge brand continues its strong pace with 1,440 units sold in November 2014. Sales of the Dodge Challenger were up 16 percent. Dodge Journey sold 1,198 units; its best sales month of the year.

The 2015 Dodge Challenger SRT Hellcat was named "Best Sportscar" by Hispanic Motor Press Awards; it was also named "Best Muscle Car" by Popular Mechanics.

The 2015 Dodge Durango continues as "Large SUV Best Buy" for the third consecutive year by Consumer Guide.

Ram Truck Brand

Ram brand set a sales record for the year, posting a 44 percent increase. Boosted by the newest Ram model, the Ram 700 sold 524 units. Ram Crew Cab sales were 988 units, an increase of 56 percent over prior year; its best sales month in its history.

In October, the 2015 Ram 1500 was named Consumer Guide's "Large Pickup Truck Best Buy," an award it earned every year since 2009. The editors of Motor Trend named the Ram 1500 the winner of its 2015 half-ton truck shootout.

FIAT and Alfa Romeo Brands

The FIAT and Alfa Romeo brands together sold 697 units in November 2014. Fiat 500 achieved sales of 423 units.

The Fiat 500 Diavolo, a special-edition model, just launched with the fuel-efficient 1.4-liter engine with an output of 101 horsepower and 98 lb.-ft. of torque and is paired to a six-speed automatic transmission.

Another vehicle that will arrive in the next quarter is the Fiat 500L, which will increase the Fiat portfolio.

The Alfa Romeo Mito had a great sales month, reporting a 33 percent increase.

About FCA México

FCA México, S.A. de C.V. is a Mexican automaker with a new name and a long history. Headquartered in Santa Fe, FCA México is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA México manufactures and sells vehicles under the Alfa Romeo, Chrysler, Dodge, Fiat, Jeep®, Mopar, Ram, SRT and Mitsubishi brands. FCA México is building upon the historic foundations of Chrysler, the innovative American automaker first established by Walter P. Chrysler in 1925, and Fiat, founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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