

Chrysler Group LLC Reports January 2011 U.S. Sales Increased 23 Percent

- January marks the 10th consecutive month of year-over-year sales increases
- Jeep® Grand Cherokee sales up 130 percent versus January 2010
- All Jeep models in production post January sales increases
- Ram pickup truck sales up in January, the ninth-consecutive month of year-over-year sales improvements
- Jeep, Dodge and Ram Truck brands all post double-digit year-over-year sales gains
- Chrysler Group's 16 all-new or significantly-refreshed vehicles launched in 2010 arrive in dealerships in volume
- Chrysler Group celebrates production launch of the new 2011 Dodge Grand Caravan and Chrysler Town & Country; both minivans post double-digit percentage sales gains in January
- All-new 2011 Chrysler 300 sedan premieres at the 2011 North American International Auto Show in Detroit; Named Top Safety Pick for 2011 by the Insurance Institute for Highway Safety
- New 2011 Jeep Compass compact SUV, now with available Trail Rated 4x4 capability, debuts at the 2011 North American International Auto Show in Detroit
- All-new 2011 Dodge Charger named Top Safety Pick for 2011 by the Insurance Institute for Highway Safety

January 31, 2011, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 70,118, a 23 percent increase compared with sales in January 2010 (57,143 units).

The entire Jeep® product lineup, the Dodge Grand Caravan and Chrysler Town & Country minivans, and the Ram pickup truck helped drive the 23 percent sales increase in January, the 10th consecutive month of year-over-year sales increases.

"We have set the foundation for a year of sales growth with our 16 all-new or significantly-revamped models for 2011," said Fred Diaz, President and CEO - Ram Truck Brand and Lead Executive for U.S. Sales. "We have started the year on a strong note, and we intend to continue gaining sales momentum as our new 2011 models hit dealer showrooms during this first quarter."

Hot off their exciting premieres at the North American International Auto Show in January, the all-new 2011 Chrysler 300 series sedans have begun shipping to dealers and the new 2011 Jeep Compass compact SUV has already arrived in dealerships.

Chrysler Group's 16 all-new or significantly-refreshed models, representing 75 percent of its nameplates, are arriving in dealerships in volume. The all-new 2011 Dodge Durango three-row SUV and the new 2011 Chrysler 200 mid-size sedan landed in dealerships in January, as did the new 2011 model year Dodge Journey, Dodge Grand Caravan, Dodge Avenger, and Chrysler Town & Country minivan.

The Jeep, Dodge and Ram Truck brands started the year with a bang, posting double-digit percentage sales increases in January, led by the Jeep brand's 47 percent sales gain versus a year ago. The Chrysler Town & Country, the original luxury minivan and the nation's top-selling minivan in 2010, led the Chrysler brand with a 45 percent sales increase in January versus a year ago.

Chrysler Group finished the month with an 89-day supply of inventory (260,533 units). U.S. industry sales figures for January are projected at an estimated 12.8 SAAR.

January 2011 U.S. Sales Highlights by Brand

Jeep® Brand

Jeep brand sales were up 47 percent in January compared with the same month in 2010. All Jeep models currently in production posted a sales increase in January, led by the brand's flagship Jeep Grand Cherokee. Sales of the Jeep Grand Cherokee, the brand's volume leader, increased 130 percent in January versus a year ago. Sales of the iconic Jeep Wrangler were up 32 percent compared with January a year ago.

The Jeep brand is celebrating its 70th anniversary this year. To mark the occasion, the brand is creating distinctive, premium 70th Anniversary Edition models of each vehicle in its lineup that pay homage to the history of the legendary Jeep brand. All Jeep 70th Anniversary Edition models will arrive in showrooms in the first quarter, and all will be available in a unique Bronze Star exterior paint, in addition to Bright Silver and Black.

The Jeep brand unveiled its new 2011 Jeep Compass compact SUV at the North American International Auto Show in January. Offering unsurpassed 4x4 fuel economy and off-road capability in the compact-SUV segment, the 2011 Compass features a stunning new sophisticated design, with cues coming directly from the brand's premium icon, the all-new 2011 Jeep Grand Cherokee.

Chrysler Brand

The Chrysler brand's Town & Country minivan posted a 45 percent sales increase in January. Town & Country had more sales in the United States than any other minivan in 2010, and led Chrysler brand sales for the year. Building on that momentum, the Chrysler brand recently introduced a new Town & Country minivan for 2011. In January, the Chrysler Group celebrated the production launch of the new 2011 Chrysler Town & Country and Dodge Grand Caravan at the Windsor (Canada) Assembly Plant.

The all-new 2011 Chrysler 300 series sedans premiered at the 2011 North American International Auto Show in January. The new 300 was named in January as a Top Safety Pick for 2011 by the Insurance Institute for Highway Safety, marking the first time the model has achieved the Insurance Institute's highest rating. The Chrysler 300 series delivers grand-touring performance and world-class ride and handling with best-in-class V-6 engine power and new second-generation E-segment chassis architecture. Shipments of the all-new 300 series to dealers began in late January.

Ram Truck Brand

The Ram Truck brand, named the 2010 Manufacturer of the Year by Off-Road Adventures magazine, posted an 18 percent sales increase in January. Ram pickup truck sales were up 22 percent, compared with the same month in 2010. Both the Light Duty and Heavy Duty pickups posted double-digit percentage sales gains in January versus a year ago. AUTOMOBILE Magazine named the Ram 1500 to its annual list of All-Stars late last year. It marked the second consecutive year that the Ram 1500 was named to the list.

Dodge Brand

Dodge brand sales were up 22 percent in January versus a year ago, led by sales of the Dodge Grand Caravan, the brand's volume leader. The minivan's sales increased 82 percent in January compared with sales in January 2010. Chrysler Group last month celebrated the production launch of the new 2011 Dodge Grand Caravan, as well as its Chrysler brand sibling, the Town & Country minivan, at the Windsor (Canada) Assembly Plant.

The all-new 2011 Dodge Charger in January was named a Top Safety Pick for 2011 by the Insurance Institute for Highway Safety, marking the first time the muscle car has achieved the Insurance Institute's highest rating.

Sales of the Dodge Nitro mid-size sport utility were up 43 percent in January, while sales of the Dodge Challenger muscle car were up 50 percent. The all-new 2011 Dodge Durango three-row SUV began arriving in Dodge dealerships in January.

January U.S. Sales Highlights

- Jeep brand sales (23,079 units) increased 47 percent versus the same month last year (15,715 units)
- Jeep Grand Cherokee sales (7,612 units) improved 130 percent compared with January last year (3,311 units)
- Jeep Wrangler sales (6,444 units) increased 32 percent versus January 2010 (4,888 units)
- Jeep Patriot (3,452 units) posted a 75 percent year-over-year sales increase
- Jeep Liberty sales (4,052 units) increased 36 percent compared with January last year (2,987 units)
- Jeep Compass sales (1,423 units) were up 14 percent versus January a year ago (1,244 units)
- Ram Truck brand sales (13,020 units) increased 18 percent compared with the same month last year (11,032 units)
- Ram pickup truck sales (12,197 units) improved 22 percent compared with January 2010 (9,957 units)
- Ram Heavy Duty Truck sales were up 15 percent in January versus the same month last year
- Dodge brand sales (24,314 units) were up 22 percent compared with the same month a year ago (19,953 units)
- Dodge Grand Caravan sales (7,813 units) increased 82 percent versus January 2010 (4,298 units)
- Dodge Challenger sales (2,526 units) were up 50 percent compared with the same month a year ago (1,683 units)
- Dodge Nitro sales (1,950 units) increased 43 percent versus January 2010 (1,368 units)
- The all-new 2011 Dodge Durango posted sales of 1,199 units as the three-row SUV begins to arrive in dealerships in greater volume
- Chrysler Town & Country sales (6,552 units) were up 45 percent compared with the same month a year ago (4,531 units)

Chrysler Group LLC U.S. Sales Summary Thru [January 2011](#)

Model	Month Sales Vol %			Sales CYTD Vol %		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
200	765	0	0%	765	0	0%
Sebring	717	3,593	-80%	717	3,593	-80%
300	1,329	1,654	-20%	1,329	1,654	-20%
PT Cruiser	342	641	-47%	342	641	-47%
Aspen	0	24	-100%	0	24	-100%
Town & Country	6,552	4,531	45%	6,552	4,531	45%
CHRYSLER BRAND	9,705	10,443	-7%	9,705	10,443	-7%
Compass	1,423	1,244	14%	1,423	1,244	14%
Patriot	3,452	1,972	75%	3,452	1,972	75%
Wrangler	6,444	4,888	32%	6,444	4,888	32%
Liberty	4,052	2,987	36%	4,052	2,987	36%

Grand Cherokee	7,612	3,311	130%	7,612	3,311	130%
Commander	96	1,313	-93%	96	1,313	-93%
JEEP BRAND	23,079	15,715	47%	23,079	15,715	47%
Caliber	2,412	2,506	-4%	2,412	2,506	-4%
Avenger	2,317	3,134	-26%	2,317	3,134	-26%
Charger	2,062	2,125	-3%	2,062	2,125	-3%
Challenger	2,526	1,683	50%	2,526	1,683	50%
Viper	62	26	138%	62	26	138%
Journey	3,973	4,790	-17%	3,973	4,790	-17%
Caravan	7,813	4,298	82%	7,813	4,298	82%
Nitro	1,950	1,368	43%	1,950	1,368	43%
Durango	1,199	23	5113%	1,199	23	5113%
DODGE BRAND	24,314	19,953	22%	24,314	19,953	22%
Dakota	823	994	-17%	823	994	-17%
Ram P/U	12,197	9,957	22%	12,197	9,957	22%
Sprinter	0	81	-100%	0	81	-100%
RAM BRAND	13,020	11,032	18%	13,020	11,032	18%
TOTAL DODGE	37,334	30,985	20%	37,334	30,985	20%
TOTAL CHRYSLER GROUP LLC	70,118	57,143	23%	70,118	57,143	23%
TOTAL CAR	12,190	14,721	-17%	12,190	14,721	-17%
TOTAL TRUCK	57,928	42,422	37%	57,928	42,422	37%

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