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FCA Mexico Sales Increased 11 Percent in January 2015

- FCA Mexico sales increased 11 percent versus January 2014
- Chrysler brand sales improved 41 percent versus January 2014, marking its best January since 2009
- Jeep® brand reported sales gains of 29 percent versus January 2014; best January since 2009
- Ram brand sales increased 34 percent versus January 2014

February 3, 2015, Mexico City - FCA Mexico today reported January total sales of 8,129 units, an increase of 11 percent versus January 2014.

“We started the year right on track by increasing our sales 11 percent thanks to our extensive product portfolio," said Bruno Cattori, President & CEO of FCA Mexico. "We set two sales records: best January since 2009 for the Jeep® and Chrysler brands, and we launched new products. The four launches we had last month were the Dodge Vision, Dodge Attitude, Mitsubishi Mirage and Fiat Uno. All of these vehicles will participate in the largest and fastest-growing segment in our market, and they have something in common — they offer best-in-class fuel economy, best-in-class interior space, state-of-the-art technology, best-in-class safety equipment and they all offer a great driving experience, raising the bar in their segments.”

Chrysler Brand
Chrysler brand sales improved 41 percent compared to January 2014. This brand set a sales record for best January since 2009. Chrysler 300 reported a sales increase of 25 percent. Chrysler 200 sold 177 units; its best January since 2012.

Last month, Chrysler Town & Country won the IHS Automotive Loyalty Award for a record 14th consecutive year. Also, the 2015 Chrysler Town & Country was named “Best Family Hauler” for the 10th year in a row by *The Detroit News* in its Reader's Choice awards.

Jeep Brand
Jeep brand sales of 2,345 units were 29 percent better than January 2014; the brand's best January since 2009. Jeep Cherokee sold 588 units while Jeep Grand Cherokee sold 491 units during January 2015. Another vehicle with important sales was the Jeep Patriot with 557 units sold. Jeep Compass sales increased 11 percent during January 2015.

In January 2015, the Jeep Grand Cherokee nabbed its sixth award in the Non-Luxury Mid-size SUV category and Jeep Wrangler won the Non-Luxury Compact SUV award for the second consecutive year in the IHS Automotive Loyalty Awards

Also, the 2015 Jeep Wrangler won *Kelley Blue Book’s* KBB.com Best Resale Value Awards

Dodge Brand
The Dodge brand sold 1,790 units, with the Dodge Charger achieving a 64 percent sales increase compared to January last year. Last month, the Charger was honored with *Kelley Blue Book’s* KBB.com Best Resale Value Awards. Dodge Durango had an 18 percent sales increase. Dodge Challenger set a sales record, best January since 2009. This Challenger earned its third IHS Automotive Loyalty Award in its segment. Another Dodge vehicle that was honored last month was the 2015 Dodge Dart, which was recognized as “Best Value” in the *The Detroit News* Reader's Choice awards. Dodge Journey sales rose 6 percent versus January 2014, making it the best-selling vehicle in the Dodge brand.

Last month, Dodge launched two new vehicles: Dodge Vision and Dodge Attitude.

Dodge Vision offers best-in-class trunk capacity at 520 lt, which is even larger than vehicles offered in superior segments, and has a fuel-efficient 4-cylinder engine, an innovative dualogic transmission and equipment not found elsewhere in the segment. In its first month, Dodge Vision sold 274 units.

The all-new 2015 Dodge Attitude offers best-in-class fuel economy at more than 27 km/lt and equipment not found elsewhere in the segment, such as KOS system, which includes FAST-key passive entry system and push button start. It started to arrive in dealerships at the end of last month.

Ram Truck Brand
Ram brand increased sales volume by 34 percent during January 2015. Ram 4000 sales grew 20 percent. Ram Crew cab sales increased 33 percent. Ram 700, which became the leader in its segment in Q4, registered sales of 394 units in January.

FIAT and Alfa Romeo Brands
Fiat and Alfa Romeo brands together showed sales of 768 units. Fiat 500 increased 8 percent compared to last year and posted sales of 422 units; its best January in its history.

Last month, we unveiled the all-new Fiat UNO and it has already sold 225 units. Fiat UNO is equipped with a 1.4 lt. engine, delivers 85 horsepower, 90 lb.-ft. torque and a five-speed manual transmission. Its new interior offers a 3.5” LCD screen on the cluster. It also launched a rugged version called Uno Way, which offers a great interior design and a smart urban mobility.

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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