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Chrysler Group LLC Reports July 2010 U.S. Sales Increased 5 Percent; Product Onslaught Coming Soon

- July marks the fourth consecutive month of year-over-year sales increases
- Dodge Challenger and Dodge Journey each set sales records for the month of July
- Ram Chassis Cab sets record for best monthly sales ever
- Thirteen Chrysler Group vehicle lines improve year-over-year sales

August 2, 2010, Auburn Hills, Mich. - Chrysler Group LLC today reported U.S. sales of 93,313, a 5 percent increase compared with sales in July 2009 (88,900 units). July represents the fourth consecutive month of year-over-year sales increases.

"The all-new 2011 Jeep Grand Cherokee is drawing customers into our showrooms, setting the pace and standard for our company, and generating positive reviews both nationally and internationally," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for U.S. Sales. "We're gaining some real traction with the all-new Jeep Grand Cherokee, and we look forward to the same when we revamp the remaining 75 percent of our nameplates by year end."

Chrysler Group finished the month with a 55-day supply of inventory (191,000 units). U.S. industry sales figures for July are projected at an estimated 11.6 SAAR.

The all-new 2011 Jeep® Grand Cherokee is arriving in dealerships in greater numbers. Chrysler Group - at the end of this month - will begin to reveal the rest of its 16 all-new or significantly refreshed vehicles. This aggressive, steady cadence of new vehicles will continue through the remainder of this year.

July 2010 U.S. Sales Highlights by Brand

Jeep Brand

The Jeep Brand posted a 19 percent year-over-year increase in July as the all-new 2011 Jeep Grand Cherokee arrived in dealerships in greater numbers. Jeep Grand Cherokee sales were up 54 percent in July, versus July 2009, and were up 86 percent compared with last month, as the all-new Grand Cherokee resonates with consumers and continues to generate positive reviews in the media. The iconic Jeep Wrangler had a triple digit percentage increase in sales during July. Jeep Liberty also had a strong month as sales increased 70 percent. Women drivers ranked Jeep dealers No. 2 overall in Women-Drivers.com's report of Top Auto Brands. Women rated dealers on their experience during vehicle purchase, while just browsing and having their vehicles serviced.

Dodge Brand

Dodge Challenger sales were up 317 percent in July, compared to the same month in 2009. Dodge Challenger's July 2 return to NASCAR Nationwide Series' competition racing, after more than a 30-year absence, has generated mounting consumer interest in the vehicle. Challenger also shared the top spot in the "Specialty Coupe" category in Strategic Vision Inc.'s 2010 Total Quality Index study, which measures the complete ownership experience. Dodge Charger sales also increased by a triple digit percentage during July. The three new Dodge Nitro lifestyle models - Detonator, Heat and Shock - continue to drive Dodge Nitro sales, up 96 percent in July. The Dodge Journey crossover also did well, driven in part by the popularity of the all-wheel-drive model, with sales up 11 percent in July.

Ram Brand

The Ram Brand posted an 11 percent year-over-year increase in July, compared to the same month in 2009. Ram pickup truck sales increased 14 percent in July, fueled in part by the success of the Ram Heavy Duty, Motor Trend's 2010 Truck of the Year. Ram Heavy Duty sales were up 89 percent in July, with the Crew Cab and Quad Cab models being the most popular choices. Dodge Dakota sales were up 49 percent in July, while sales of Ram Cab Chassis, redesigned for 2011, had its best sales month ever in July.

Chrysler Brand

Chrysler Town & Country, winner this year of the ninth-consecutive R.L. Polk & Co.'s "Automotive Loyalty Award" in the minivan segment, posted a sales increase of 18 percent in July. Chrysler Sebring sedan and convertible sales were up a combined 11 percent.

July U.S. Sales Highlights

- Jeep Brand sales (26,466 units) increased 19 percent versus the same month last year (22,276 units)
- Jeep Grand Cherokee sales (5,407 units) were up 54 percent compared with July 2009 (3,520 units)
- Jeep Wrangler sales (10,043 units) improved 121 percent versus July 2009 (4,540 units)
- Jeep Liberty sales (4,893 units) increased 70 percent compared with July last year (2,874 units)
- Dodge Challenger sales (3,695 units) improved 317 percent compared with July 2009 (886 units)
- Dodge Charger sales (6,023 units) were up 126 percent versus July of last year (2,663 units)
- Dodge Journey sales (4,610 units) increased 11 percent compared with July 2009 (4,165 units)
- Dodge Nitro sales (2,186 units) improved 96 percent versus July 2009 (1,115 units)
- Chrysler Sebring (sedan and convertible) sales (3,092 units) were up 11 percent versus July 2009 (2,781 units)
- Chrysler Town & Country minivan sales (8,083 units) improved 18 percent compared with July 2009 (6,837 units)
- Ram pickup truck sales (20,138 units) increased 14 percent in July, compared with July 2009 (17,723 units)
- Ram Heavy Duty pickup truck sales increased 89 percent versus July 2009
- Dodge Dakota sales (1,088 units) were up 49 percent compared with the same time period last year (730 units)

Sales Chart

Chrysler Group LLC U.S. Sales Summary Thru July 2010

<u>Model</u>	<u>Month Sales Vol %</u>			<u>Sales CYTD Vol %</u>		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Change</u>
Sebring	3,092	2,781	11%	24,457	13,466	82%
300	2,282	2,292	0%	23,159	21,591	7%
Crossfire	0	37	-100%	0	355	-100%
PT Cruiser	1,235	4,092	-70%	6,152	12,683	-51%
Aspen	0	402	-100%	30	5,365	-99%
Pacifica	0	108	-100%	0	1,835	-100%
Town & Country	8,083	6,837	18%	69,020	50,574	36%

CHRYSLER BRAND	14,692	16,549	-11%	122,818	105,869	16%
Compass	1,302	2,736	-52%	11,310	8,498	33%
Patriot	4,305	8,084	-47%	20,684	21,582	-4%
Wrangler	10,043	4,540	121%	56,192	53,430	5%
Liberty	4,893	2,874	70%	27,077	26,579	2%
Grand Cherokee	5,407	3,520	54%	30,869	26,610	16%
Commander	516	522	-1%	7,105	6,025	18%
JEEP BRAND	26,466	22,276	19%	153,237	142,724	7%
Caliber	2,904	7,814	-63%	26,485	25,121	5%
Avenger	3,697	5,616	-34%	32,098	20,354	58%
Charger	6,023	2,663	126%	51,808	32,124	61%
Challenger	3,695	886	317%	21,361	15,968	34%
Viper	36	20	80%	210	329	-36%
Magnum	0	0	0%	0	113	-100%
Journey	4,610	4,165	11%	30,401	30,114	1%
Caravan	7,755	8,405	-8%	57,678	50,152	15%
Nitro	2,186	1,115	96%	11,296	11,000	3%
Durango	10	233	-96%	46	3,060	-98%
DODGE BRAND	30,916	30,917	0%	231,383	188,335	23%
Dakota	1,088	730	49%	7,867	7,473	5%
Ram P/U	20,138	17,723	14%	105,007	112,239	-6%
Sprinter	13	705	-98%	220	3,457	-94%
RAM BRAND	21,239	19,158	11%	113,094	123,169	-8%
TOTAL DODGE	52,155	50,075	4%	344,477	311,504	11%

TOTAL CHRYSLER GROUP LLC	93,313	88,900	5%	620,532	560,097	11%
TOTAL CAR	21,729	22,109	-2%	179,578	129,423	39%
TOTAL TRUCK	71,584	66,791	7%	440,954	430,674	2%
Selling Days	27	26		178	178	

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