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Contact: Kathy Graham

(248) 512-6218 (office)

(810) 333-9035 (cell)

[kathy.graham@chrysler.com](mailto:kathy.graham@chrysler.com)

Rick Deneau

(248) 512-2694 (office)

(248) 730-1685 (cell)

[rick.deneau@chrysler.com](mailto:rick.deneau@chrysler.com)

### **Chrysler Group LLC Reports February 2010 U.S. Sales Increase Slightly**

- Sales improve slightly compared with the same period last year
- Chrysler, Jeep® and Dodge brand sales up compared with the previous year
- Car sales improve 38 percent versus the same period in 2009
- Ten vehicles post year-over-year sales gains, 13 nameplates increase sales compared with the previous month
- Entire Jeep lineup increased sales compared with the previous month
- Ram Truck Brand sales up versus January
- March kicks off 'Truck Month' celebrating the all-new 2010 Ram Heavy Duty, Motor Trend Magazine's '2010 Truck of the Year'

Auburn Hills, Mich. , Mar 2, 2010 -

Chrysler Group LLC today reported a slight sales increase compared with February 2009.

The company reported total U.S. sales for February of 84,449 units, a slight increase versus the same time period last year (84,050 units) and an increase of 48 percent compared with January 2010 (57,143 units). Chrysler Group finished the month with 197,080 units in inventory, a 44 percent decline compared with February 2009 (350,966 units). Overall industry figures for February are projected to come in at an estimated 10.6 million SAAR.

"Chrysler Group sales were up slightly this month, in line with the industry," said Fred Diaz, President and Chief Executive Officer—Ram Brand and Lead Executive for the Sales Organization. "Compared with January, Chrysler Group's February sales grew more than the industry average, reinforcing the company trend of steady, month-over-month growth."

#### **February U.S. Sales Highlights**

- Car sales increased 38 percent compared with the previous year
- Chrysler Sebring (sedan and convertible), Chrysler 300, Chrysler Town & Country, Jeep Compass, Jeep Patriot, Jeep Grand Cherokee, Jeep Commander, Dodge Avenger, Dodge Grand Caravan and Dodge Charger all post year-over-year sales increases
- Chrysler brand sales up 9 percent compared with February 2009

- Jeep brand sales increase 6 percent versus the previous year
- Dodge brand sales improve 8 percent sales compared with last year
- All brands post sales increases compared with January
- Ram pickup sales up 3 percent compared with the previous month
- Chrysler Sebring Sedan, Chrysler 300, Chrysler Town & Country, Jeep Wrangler, Jeep Compass, Jeep Patriot, Jeep Grand Cherokee, Jeep Commander, Dodge Avenger, Dodge Charger, Dodge Challenger, Dodge Grand Caravan and the all-new 2010 Dodge Ram Heavy Duty posted month-over-month sales increases

“The 2010 Dodge Caliber Mainstreet and Jeep Wrangler Islander vehicles are arriving at dealer showrooms now,” said Diaz. “The 2010 model year Nitro Heat, Journey Crew and Dodge Grand Caravan Hero packages are open for ordering and will soon arrive at your local Chrysler, Jeep, Dodge and Ram dealer.”

### **Incentives**

Chrysler Group LLC today announced March is “Truck Month.” Beginning today, consumers who purchase a 2010 model year Ram 1500 can receive a “no charge” HEMI® engine, or \$500 bonus cash towards the purchase of a Ram 1500 with a 3.7L or 4.7L engine.

March also kicks off 0 percent PLUS on most 2010 model year vehicles.

### Ram Truck Brand

- Consumers who purchase a 2010 model year Ram 1500 can receive a “no charge” HEMI engine, or \$500 bonus cash towards the purchase of a Ram 1500 with a 3.7L or 4.7L engine
- Consumers who purchase the all-new 2010 Ram Heavy Duty can choose attractive financing rates through GMAC Financial Services of 1.9 percent financings for up to 60 months or \$1,000 consumer cash
- Consumers purchasing a 2010 Dodge Dakota can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months plus \$1,000 bonus cash from GMAC, or consumer cash of up to \$2,000

### Chrysler Brand

- 0 percent financing for 36 months plus \$1,000 consumer cash is available on all 2010 model year vehicles  
In addition:
  - Consumers purchasing a Chrysler 300 can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months plus \$1,000 consumer cash, or consumer cash of up to \$2,000 or “no charge” all-wheel drive
  - Qualified customers purchasing a 2010 Chrysler PT Cruiser can choose 0 percent financing for 36 months plus \$1,000 bonus cash, or consumer cash of up to \$2,000
  - Consumers purchasing a Chrysler Sebring can choose 0 percent financing for up to 48 months or 1.9 percent financing for 60 months plus \$1,000 consumer cash, or consumer cash of up to \$2,000
  - Qualified customers purchasing a 2010 Chrysler Town & Country are eligible for 0 percent financing for up to 60 months, or consumer cash of up to \$1,500
  - In addition, the “Minivan Pledge” in which consumers trading in a competitive vehicle for the purchase of a new 2010 model year Chrysler Town & Country can return the vehicle, no questions asked, within 60 days if they aren’t happy with the vehicle continues through March 31

## Jeep Brand

- Jeep Adrenaline Rush continues through March 31
- Consumers who purchase a 2010 model year Jeep Liberty, Grand Cherokee or Commander can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months plus bonus cash of up to \$1,000 from GMAC or consumer cash of up to \$4,000
- Consumers purchasing a 2010 Jeep Compass or Patriot can choose 0 percent financing for 36 months plus \$1,000 consumer cash, or consumer cash of \$1,500. Attractive financing rates are available for longer terms
- Consumers purchasing a 2010 Jeep Wrangler can choose 0 percent financing for 36 months or consumer cash of \$750. Attractive financing rates are available for longer terms

## Dodge Car Brand

- 0 percent financing for 36 months plus \$1,000 consumer cash is available on most 2010 model year vehicles  
Consumers purchasing a 2010 Charger can choose 0 percent financing for up to 60 months or 1.9 percent financing for 72 months plus \$1,000 consumer cash, or consumer cash of up to \$2,000, or "no charge" all-wheel drive in lieu of consumer cash or 0 percent financing
- Qualified customers purchasing a 2010 Dodge Challenger are eligible for 1.9 percent financing for up to 60 months
  - Consumers purchasing a 2010 Dodge Journey, Nitro or Grand Caravan can choose 0 percent financing for 36 months plus up to \$1,000 consumer cash, or consumer cash of up to \$2,000. Attractive financing rates are available for longer terms
  - In addition, the "Minivan Pledge" in which consumers trading in a competitive vehicle for the purchase of a new 2010 model year Dodge Grand Caravan can return the vehicle, no questions asked, within 60 days if they aren't happy with the vehicle continues through March 31
  - Qualified customers purchasing a 2010 Dodge Avenger can choose 0 percent financing for up to 60 months, or \$2,000 consumer cash, or 0 percent financing for 36 months plus \$1,000 consumer cash

## Leasing

Chrysler Group is offering attractive lease rates on several 2010 model year vehicles.

The incentives announced today are valid through March 31, 2010.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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**Chrysler Group LLC U.S. Sales Summary Thru February 2010**

<u>Model</u>	<u>Month Sales</u>			<u>Sales CYTD</u>		
	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Vol % Change</u>	<u>Curr Yr</u>	<u>Pr Yr</u>	<u>Vol % Change</u>
Sebring	3,160	1,448	118%	6,753	3,391	99%
300	4,487	2,778	62%	6,141	5,028	22%
Crossfire	0	52	-100%	0	95	-100%
PT Cruiser	627	1,218	-49%	1,268	2,165	-41%
Aspen	2	1,582	-100%	26	2,468	-99%
Pacifica	0	342	-100%	0	666	-100%
Town & Country	8,649	8,099	7%	13,180	12,391	6%
<b>CHRYSLER BRAND</b>	<b>16,925</b>	<b>15,519</b>	<b>9%</b>	<b>27,368</b>	<b>26,204</b>	<b>4%</b>
Compass	1,911	923	107%	3,155	1,742	81%
Patriot	2,986	2,161	38%	4,958	4,275	16%
Wrangler	5,967	9,088	-34%	10,855	15,450	-30%
Liberty	3,659	4,066	-10%	6,646	7,409	-10%
Grand Cherokee	6,614	4,725	40%	9,925	7,849	26%
Commander	2,202	978	125%	3,515	2,050	71%
<b>JEEP BRAND</b>	<b>23,339</b>	<b>21,941</b>	<b>6%</b>	<b>39,054</b>	<b>38,775</b>	<b>1%</b>
Caliber	2,263	2,519	-10%	4,769	4,919	-3%
Avenger	3,442	1,931	78%	6,576	4,102	60%
Charger	10,363	6,703	55%	12,488	10,731	16%
Challenger	2,145	3,283	-35%	3,828	6,040	-37%
Viper	24	47	-49%	50	174	-71%
Magnum	0	24	-100%	0	51	-100%
Journey	4,139	4,615	-10%	8,929	7,707	16%

Caravan	9,390	9,003	4%	13,688	12,222	12%
Nitro	1,201	1,794	-33%	2,569	3,324	-23%
Durango	8	511	-98%	31	1,013	-97%
<b>DODGE BRAND</b>	<b>32,975</b>	<b>30,430</b>	<b>8%</b>	<b>52,928</b>	<b>50,283</b>	<b>5%</b>
Dakota	891	1,334	-33%	1,885	2,793	-33%
Ram P/U	10,267	14,448	-29%	20,224	27,291	-26%
Sprinter	52	378	-86%	133	861	-85%
<b>RAM BRAND</b>	<b>11,210</b>	<b>16,160</b>	<b>-31%</b>	<b>22,242</b>	<b>30,945</b>	<b>-28%</b>
<b>TOTAL DODGE</b>	<b>44,185</b>	<b>46,590</b>	<b>-5%</b>	<b>75,170</b>	<b>81,228</b>	<b>-7%</b>
<b>TOTAL CHRYSLER GROUP LLC</b>	<b>84,449</b>	<b>84,050</b>	<b>0%</b>	<b>141,592</b>	<b>146,207</b>	<b>-3%</b>
<b>TOTAL CAR</b>	<b>25,884</b>	<b>18,786</b>	<b>38%</b>	<b>40,605</b>	<b>34,533</b>	<b>18%</b>
<b>TOTAL TRUCK</b>	<b>58,565</b>	<b>65,264</b>	<b>-10%</b>	<b>100,987</b>	<b>111,674</b>	<b>-10%</b>
<b>Selling Days</b>	24	24		48	50	

Global Sales Reporting & Analysis  
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Additional information and news from Chrysler Group LLC is available at:

<http://www.media.chrysler.com>