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December Sales Mark Best Month of 2013 for Chrysler de Mexico

- FIAT brand sales, driven by Fiat 500, up 111 percent during December 2013, marking this its best sales year since its launch
- Ram Crew Cab increased its sales volume 29 percent during December 2013
- Jeep® brand sales grew 5 percent, led by Jeep Patriot and Jeep Grand Cherokee; Jeep Cherokee has arrived in dealerships, well accepted
- Dodge brand sales propelled by Dodge Journey, which registered sales of 1,579 units — its best sales month in the last two years; Dodge Challenger registered sales of 96 units, best sales month ever and Dodge Durango sold 196 units, marking this its best sales month in five years

January 3, 2014, Mexico City, Mexico - Chrysler de Mexico announced sales of 10,473 units for the month of December 2013, setting a sales record for the year.

"As the year ends, we feel very proud of what we accomplished. We closed 2013 with our best month of sales for the year. This month our sales were driven by Dodge Journey, Jeep Patriot, Ram Crew Cab and Fiat 500," said Bruno Cattori, President & CEO of Chrysler de Mexico. "Our new product launches, such as Dodge Durango, Jeep Grand Cherokee, Jeep Cherokee and Ram ProMaster, pushed our growth sales for the year. During 2013, we opened the Saltillo Van Assembly Plant and added a production line in the Saltillo North Engine Plant, creating new jobs and demonstrating the confidence the Company has in the products assembled in Mexico. We will continue providing new and revamped products in order to satisfy our customers' needs."

Chrysler Brand

Chrysler brand continues to perform well with 520 units sold during December 2013. Chrysler Town & Country sales rose 2 percent. Chrysler 200 sold 112 units during December 2013.

Jeep® Brand

Jeep brand sales grew 5 percent. Jeep Patriot led brand sales with 984 units sold, best sales month of the year. Jeep Grand Cherokee posted sales of 632 units, representing an increase of 15 percent. Jeep Wrangler sales improved 27 percent, all versus December 2012. Jeep Cherokee has had very good acceptance among Mexican customers in its second sales month.

Dodge Brand

Dodge brand continues its streak of successful numbers, posting sales this month of 3,894 units. The Dodge Challenger sold 96 units, best sales month ever, while the Dodge Durango registered a sales increase of 32 percent — its best sales month in 5 years. Dodge Journey sales surged 7 percent versus December 2012, with 1,579 units, marking this its best sales month in two years. Dodge Avenger sales grew 16 percent.

Ram Truck Brand

Ram brand showed sales of 1,371. Ram Crew Cab reported a sales increase of 29 percent, with 503 units sold during December 2013. Ram ProMaster, proudly assembled in Mexico, registered sales of 151 units.

FIAT and Alfa Romeo Brand

FIAT and Alfa Romeo achieved sales of 108 percent, with 1,013 units sold. Fiat 500 reached excellent results with 432 units sold during December 2013. Fiat Ducato sales surged 45 percent. This month, Alfa Romeo Giulietta sales improved 60 percent, marking this its best sales month since its launch.

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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