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Chrysler Group LLC Reports May 2010 U.S. Sales Increased 33 Percent, Topping 100,000 Units

- Chrysler Group LLC posts a 33 percent sales increase compared with May 2009
- The company sold more than 100,000 units in U.S. for the first time since March 2009, reaching 104,819 units
- May marks the fourth consecutive month of month-over-month sales increases, and the second consecutive month of year-over-year sales increases
- Chrysler, Dodge, Jeep® and Ram brands all posted year-over-year sales increases
- All-new 2011 Jeep Grand Cherokee, which was awarded the Insurance Institute For Highway Safety's 'Top Safety Pick,' will arrive in local Jeep dealerships in June

June 1, 2010, Auburn Hills, Mich. - Chrysler Group LLC today reported a U.S. sales increase of 33 percent, the second consecutive year-over-year percentage sales improvement, and the first time that monthly sales have topped the 100,000 threshold since March 2009.

"May was another positive sign as sales momentum continues to build for Chrysler Group, exceeding the 100,000 unit threshold for the first time in more than a year," said Fred Diaz, President and Chief Executive Officer – Ram Truck Brand and Lead Executive for U.S. Sales. "The company continues to show improvement each month, with May being our strongest month this year, exceeding overall industry growth for the second month in a row."

Chrysler Group LLC reported total U.S. sales for May of 104,819 units, an increase of 33 percent versus May 2009 (79,010 units). Sales increased 10 percent compared with April 2010 (95,703 units). Chrysler Group finished the month with a 49-day supply of inventory (196,210 units), a 25 percent decline versus May 2009 (260,407 units). Overall, U.S. industry sales figures for May are projected at an estimated 11.9 SAAR, the best month to date for the industry in 2010.

"The production launch of the all-new 2011 Jeep Grand Cherokee in May signaled the product rebirth of the Chrysler Group, it is a signature vehicle for the company. It represents the best of Chrysler Group, the direction we're moving toward producing high-quality, technologically-advanced vehicles. It is the first of 16 all-new or significantly refreshed vehicles the company is introducing this year," added Diaz. "We are anticipating that there will be strong customer demand for the all-new 2011 Jeep Grand Cherokee adding to the company's momentum as we enter the summer months."

With the all-new 2011 Grand Cherokee, Jeep has created the benchmark, premium SUV. Unique innovations such as our new Quadra-Lift™ air suspension and Selec-Terrain™ traction control systems separate Jeep from the crowd and take the Grand Cherokee to the next level of 4x4 capabilities. The new generation of the iconic Jeep Grand Cherokee delivers the perfect blend of on-road refinement, superb craftsmanship, world-class design, improved fuel economy, innovative features and legendary, real-world capability.

May U.S. Sales Highlights

- Dodge Brand sales (42,242 units) were up 73 percent compared with May 2009 (24,456 units)
- Dodge Grand Caravan sales (9,393) were up 66 percent versus May 2009 (5,660 units)
- Dodge Challenger sales (3,828) increased 42 percent compared with May last year (2,695 units), setting a monthly sales record for the second month in a row

- Dodge Caliber, Dodge Avenger Sedan and Dodge Charger sales each increased by triple digit percentages versus May 2009; Dodge Nitro sales show positive trend since introduction of new packages in April and May
- Chrysler Brand sales (20,699 units) increased 29 percent compared with May 2009 (15,987 units)
- Chrysler Town & Country minivan sales (13,395 units) improved 68 percent versus May 2009 (7,972 units)
- Chrysler Sebring (sedan and convertible) sales (2,798 units) increased 42 percent compared with May 2009 (1,977 units)
- Jeep Brand sales (22,948 units) increased 6 percent versus the same time period last year (21,624 units)
- Jeep Wrangler sales (9,634 units) improved 4 percent versus May 2009 (9,294 units)
- Jeep Compass sales (2,373 units) increased by triple digits compared with May last year (936 units)
- Jeep Patriot sales (3,040 units) improved 30 percent compared with the same month in 2009 (2,347 units)
- Ram Brand sales (18,930 units) increased 12 percent versus May 2009 (16,943 units)
- Ram Pickup sales (17,298 units) were up 11 percent compared with last May (15,516)
- Dodge Dakota sales (1,610 units) were up 87 percent compared with the same time period last year (863 units)
- Shipment of the all-new 2011 Ram Chassis Cab truck to commercial vehicle dealers began in May. The arrival of the all-new Chassis Cabs marks the completion of the redesign of the Ram Truck lineup

"Chrysler Group continues competitive incentives in June, announcing 0 percent financing for up to 60 months, and 1.9 percent financing for 72 months on most 2010 model year Chrysler, Dodge, Jeep and Ram truck vehicles when financed through GMAC Financial Services," added Diaz.

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 P. 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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Sales Chart

Chrysler Group LLC U.S. Sales Summary Thru [May 2010](#)

Model	Month Sales		Vol %	Sales CYTD		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Sebring	2,798	1,977	42%	17,387	8,933	95%
300	3,507	3,679	-5%	17,573	16,382	7%
Crossfire	0	58	-100%	0	235	-100%
PT Cruiser	997	1,276	-22%	3,901	7,488	-48%
Aspen	2	678	-100%	30	4,484	-99%
Pacifica	0	347	-100%	0	1,486	-100%
Town & Country	13,395	7,972	68%	51,342	36,559	40%
CHRYSLER BRAND	20,699	15,987	29%	90,233	75,567	19%
Compass	2,373	936	154%	8,749	4,795	82%
Patriot	3,040	2,347	30%	13,080	10,733	22%

Wrangler	9,634	9,294	4%	37,226	44,080	-16%
Liberty	4,105	4,615	-11%	18,319	19,890	-8%
Grand Cherokee	3,246	3,480	-7%	22,550	19,467	16%
Commander	550	952	-42%	6,116	4,875	25%
JEEP BRAND	22,948	21,624	6%	106,040	103,840	2%
Caliber	7,481	2,991	150%	18,853	13,769	37%
Avenger	6,332	2,512	152%	22,001	12,430	77%
Charger	9,625	4,082	136%	37,277	25,972	44%
Challenger	3,828	2,695	42%	14,580	13,713	6%
Viper	26	44	-41%	113	289	-61%
Magnum	0	8	-100%	0	85	-100%
Journey	3,781	4,023	-6%	21,827	22,153	-1%
Caravan	9,393	5,660	66%	41,265	35,927	15%
Nitro	1,774	1,845	-4%	7,519	8,414	-11%
Durango	2	596	-100%	36	2,458	-99%
DODGE BRAND	42,242	24,456	73%	163,471	135,210	21%
Dakota	1,610	863	87%	5,796	6,098	-5%
Ram P/U	17,298	15,516	11%	68,999	80,038	-14%
Sprinter	22	564	-96%	192	2,147	-91%
RAM BRAND	18,930	16,943	12%	74,987	88,283	-15%
TOTAL DODGE	61,172	41,399	48%	238,458	223,493	7%
TOTAL CHRYSLER GROUP LLC	104,819	79,010	33%	434,731	402,900	8%
TOTAL CAR	33,597	18,046	86%	127,784	91,810	39%
TOTAL TRUCK	71,222	60,964	17%	306,947	311,090	-1%
Selling Days	26	26		126	127	

Global Sales Reporting & Analysis

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