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Chrysler Group LLC Reports August 2010 U.S. Sales Increased

7 percent

- August marks the fifth consecutive month of year-over-year sales increases
- Fourteen Chrysler Group vehicle lines improve year-over-year sales
- Jeep®, Dodge and Ram brands post year-over-year sales increases
- All-new 2011 Jeep Grand Cherokee sales ramp-up continues as dealers begin achieving adequate inventory levels
- Chrysler Group sold its 13 millionth minivan worldwide in August

Chrysler Group LLC yesterday reported U.S. sales of 99,611 units, a 7 percent increase compared with sales in August 2009 (93,222 units).

August represents the fifth consecutive month of year-over-year sales increases. August sales also were up 7 percent over sales in July. Chrysler Group is the only major auto manufacturer to post a year-over-year sales increase in August.

August 2010 U.S. Sales Highlights by Brand

Jeep Brand

The Jeep Brand posted a 17 percent year-over-year increase in August. The all-new Jeep Grand Cherokee contributed to the increase as its August sales more than doubled sales in July. The iconic Jeep Wrangler, the brand's volume leader, increased year-over-year sales 37 percent. Building on that momentum, the 2011 Jeep Wrangler boasts an all-new interior that delivers a host of comfort, convenience and versatility features. In addition, Sahara models now feature an all-new body-colour hard top for customers looking for a Jeep Wrangler with a more premium appearance. Production of the 2011 Wranglers began in mid August at the Toledo Assembly Complex in Toledo, Ohio and will arrive in dealerships in greater volume this month. Jeep Liberty, Jeep Compass and Jeep Patriot had a strong August as each model had double-digit percentage sales increases.

Dodge Brand

Dodge Brand posted a 8 percent sales increase in August, compared with the same month in 2009. Six of eight Dodge models posted sales increases in August. Dodge Challenger sales were up 190 percent, compared with the same month in 2009. Challenger got a boost from its first win Aug. 14 in NASCAR Nationwide Series racing at Michigan International Speedway. Dodge Challenger returned to NASCAR competition in July after more than a 30-year absence. The Dodge Caliber and Dodge Avenger each posted double-digit percentage sales increases in August. Dodge Nitro's three new lifestyle models – Detonator, Heat and Shock – continued to resonate with customers as Nitro sales increased 66 percent in August. Dodge in August revealed teaser images that highlight design characteristics of its forthcoming 2011 Dodge Durango SUV. Look for more of this all-new, three-row performance SUV in the coming weeks. Dodge also introduced its all-new 2011 Dodge Charger Pursuit high-performance police vehicle, which can be ordered this month through Chrysler Group's fleet operations.

Chrysler Brand

Chrysler Voyager posted a sales increase of 26 percent in August. The brand's volume leader, Town & Country has posted year-over-year sales increases in each month this year. Chrysler Group hit a significant milestone during August. The company that invented the minivan 27 years ago sold its 13 millionth minivan worldwide. The very first minivan rolled off the line at Windsor Assembly Plant in Windsor, Ontario, on Nov. 2, 1983. The current platform is the fifth generation, and is sold in more than 80 countries worldwide. Combined, Chrysler Town & Country and Dodge Grand Caravan remain the leaders in the segment. Chrysler Sebring sedan and convertible sales were up a combined 79 percent, versus the same month last year.

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Chrysler's media web sites:<http://www.media.chrysler.com><http://www.quickpic.co.za>**Product and customer information can be sourced from:**<http://www.chryslersa.co.za><http://www.chrysler.com>