



CHRYSLER

Product Plan

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Chrysler Group LLC 2010-14 Business Plan

November 4, 2009

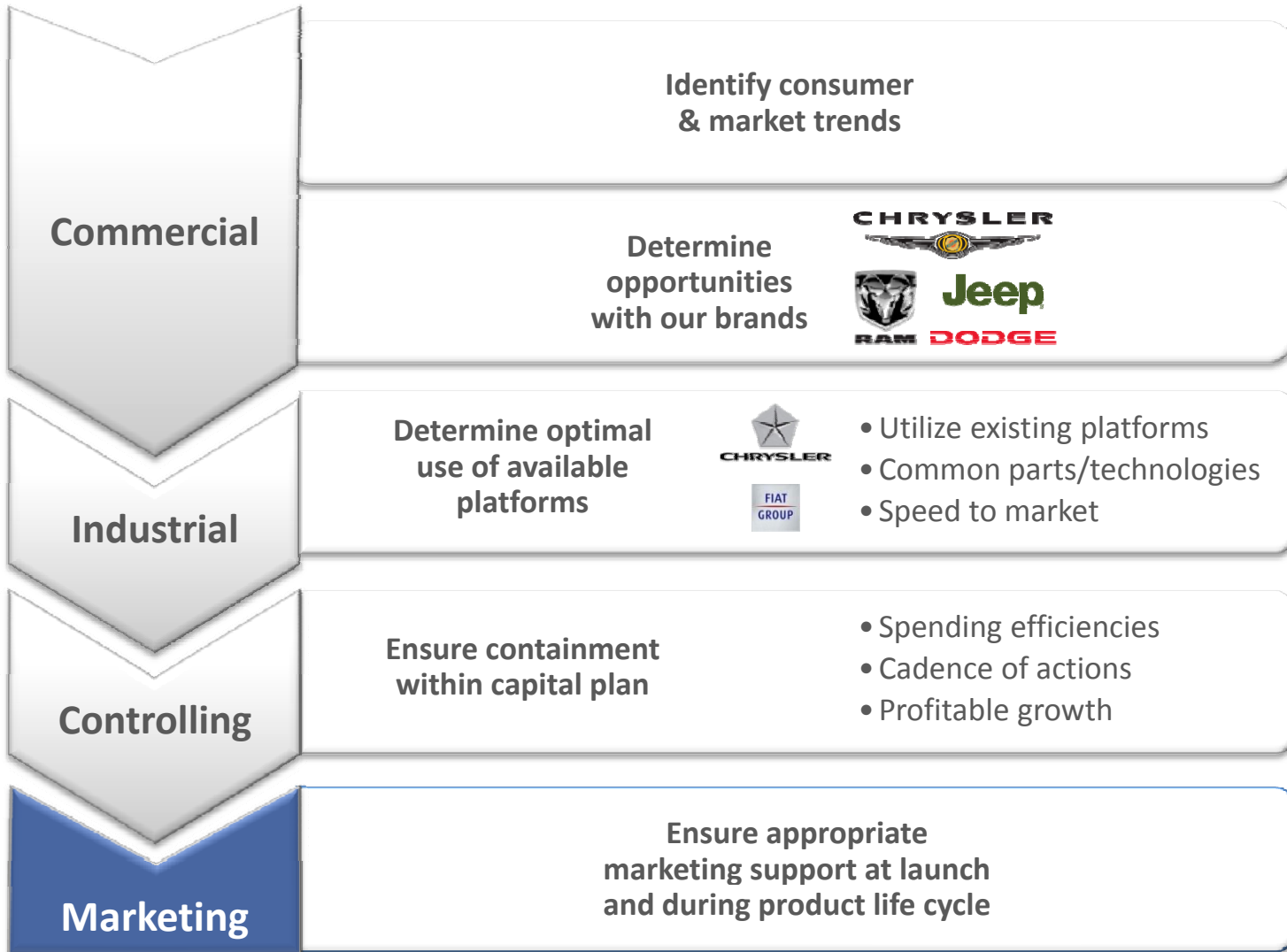
DODGE

Jeep

CHRYSLER



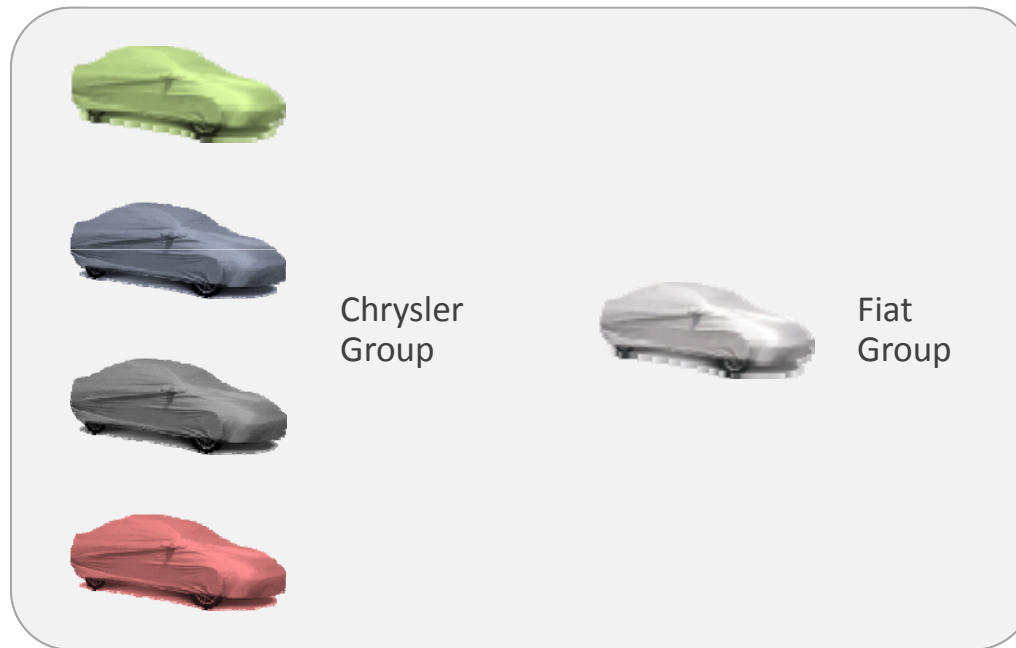
Product plan development process




Product plan symbol key




PLATFORM ORIGIN FOR NEW OR RENEWED VEHICLES DEVELOPED AND BUILT BY CHRYSLER GROUP



PRODUCT ACTIONS

 Major modification

 Refresh

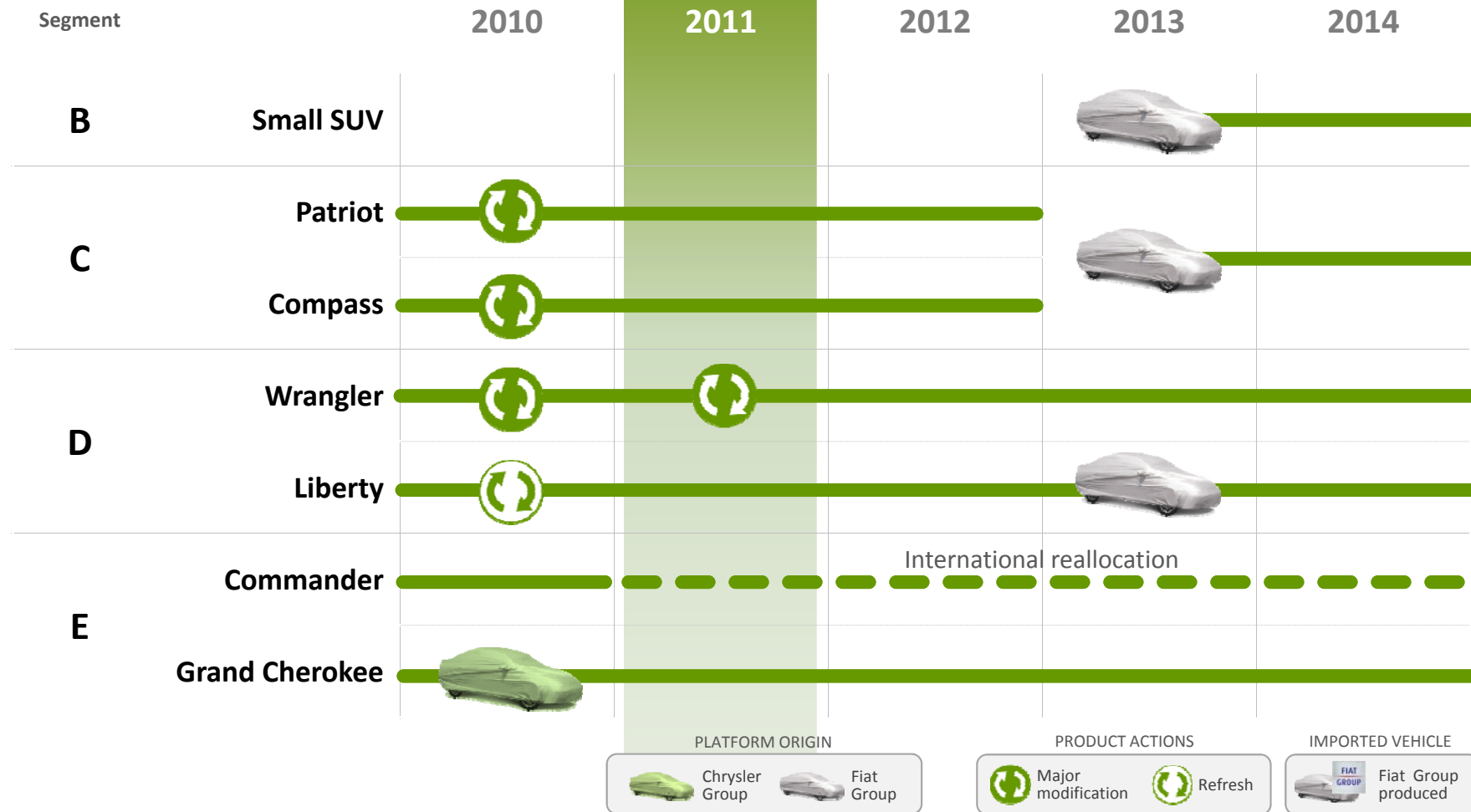
IMPORTED VEHICLES

 Fiat Group produced

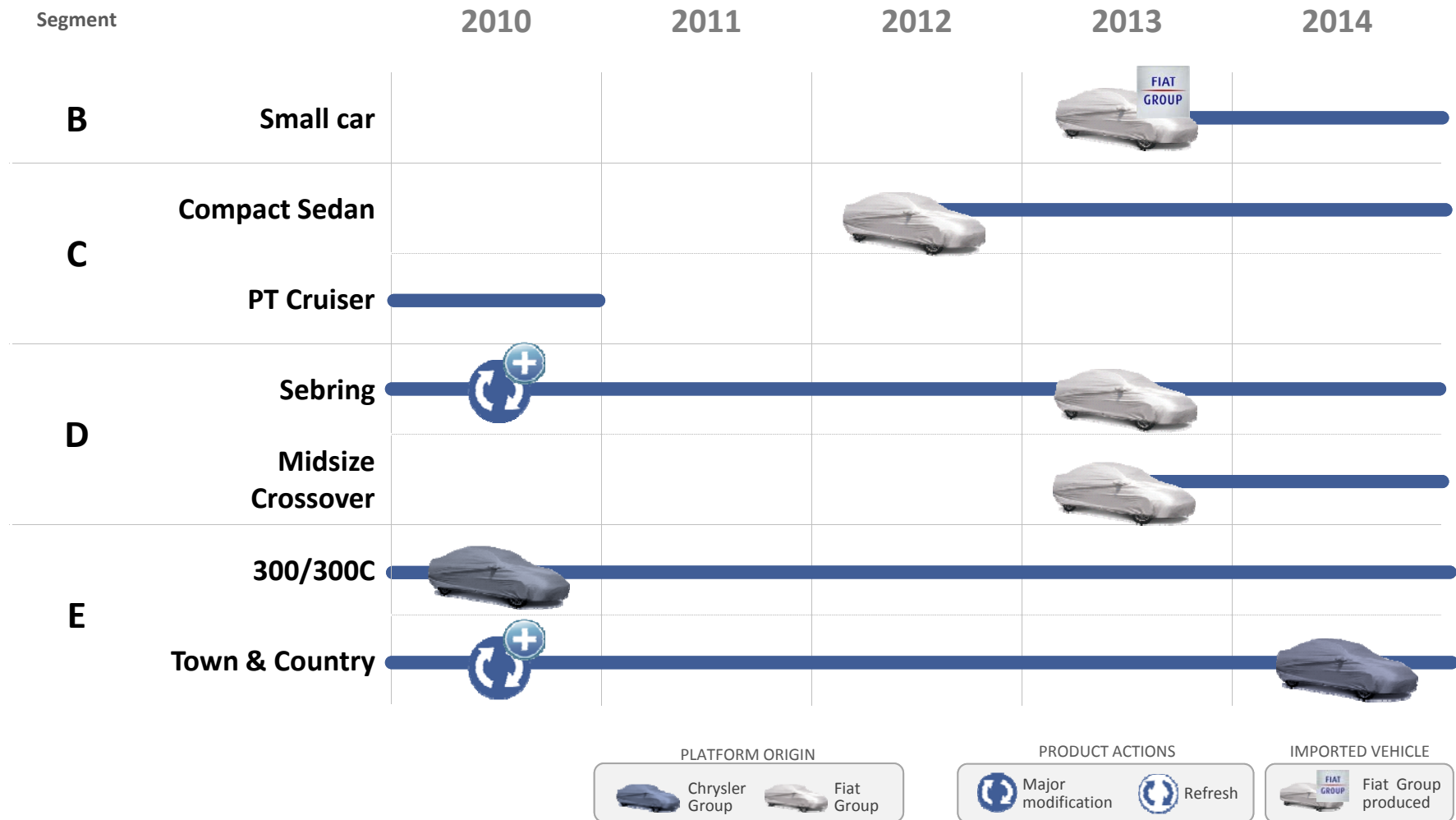
Jeep brand product plan



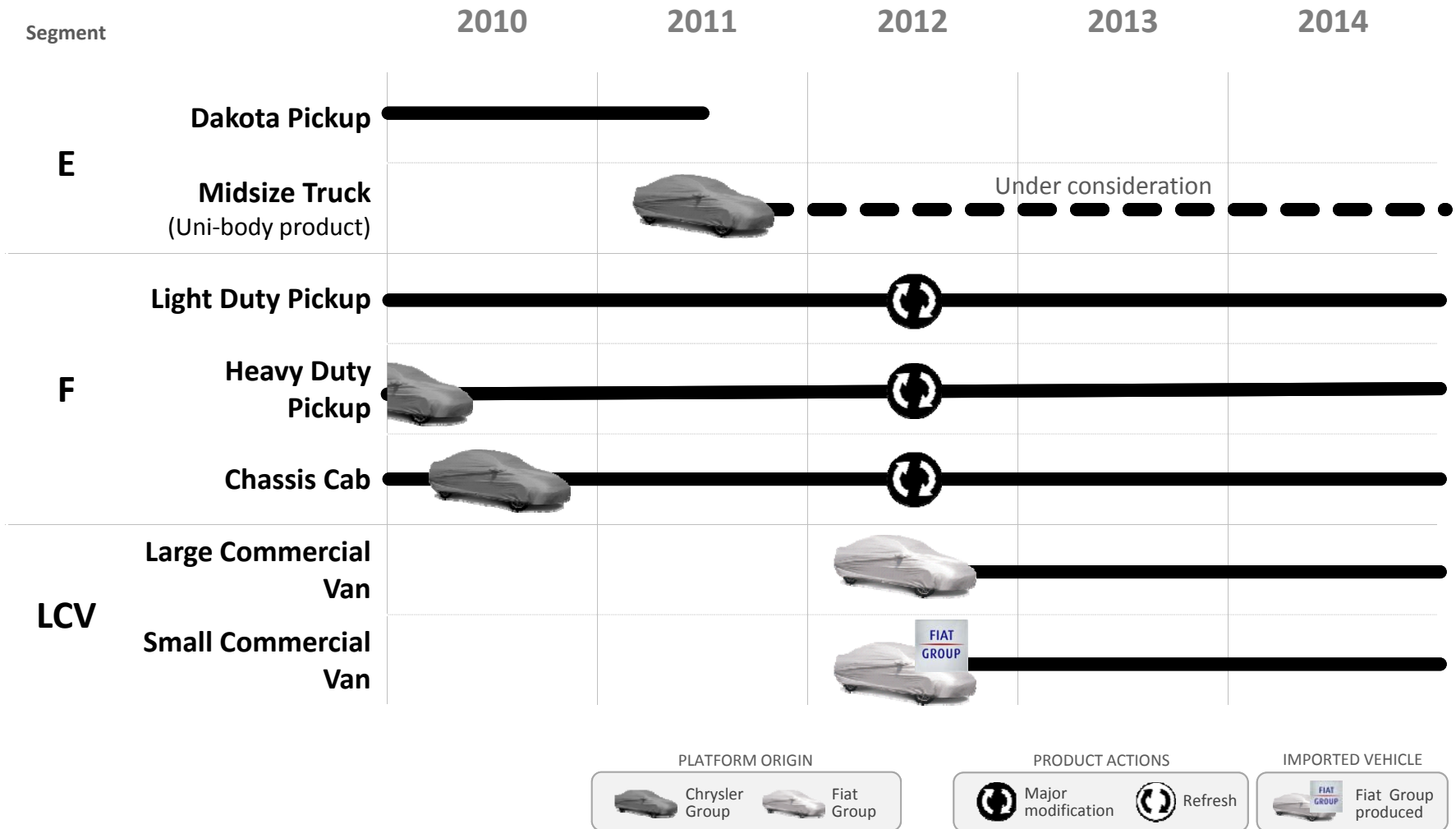
70th
Anniversary
Commemorative
product actions
across all nameplates



Chrysler brand product plan

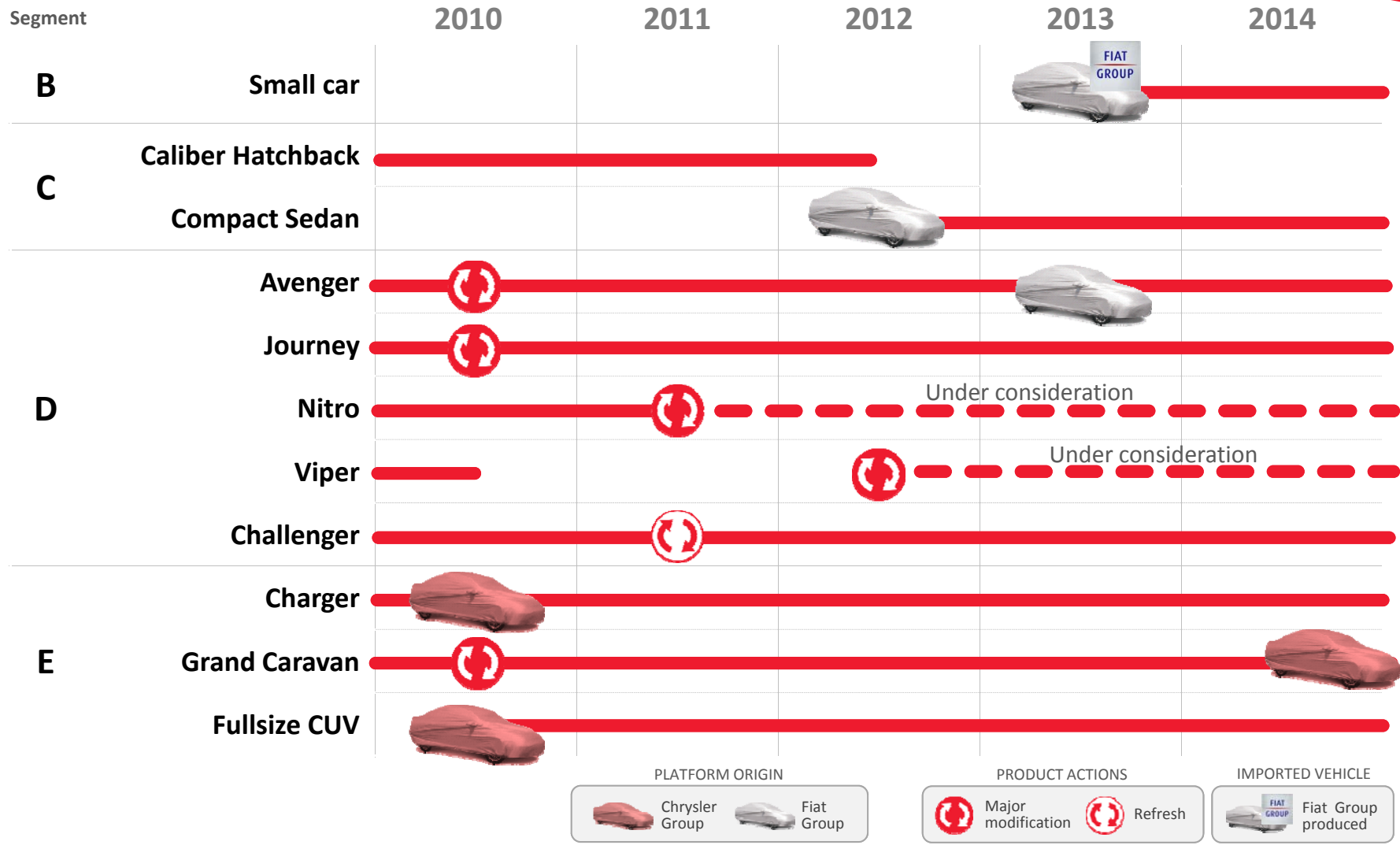


Ram truck brand product plan



Dodge brand product plan

DODGE



Chrysler Group showroom renewal cycle



CHRYSLER



| | 2009 | 2010 | 2011 | 2012 | 2013 |
|--|-----------|--|--|--|---|
| Major Product Modifications and Product Refreshes | | D - Sedan Minivan D - CUV D - SUV D - SUV C - SUV C - CUV | D - Coupe D - SUV 70 th Anniv Models D - SUV | Viper Chassis Cab HD Pickup LD Pickup | |
| Renewals and New Nameplates | HD Pickup | Chassis Cab E- CUV E- Sedan NA Fiat 500 Minivan D -Sedan E- Sedan E - SUV | Mid-Size P/U NA Fiat 500 Cabrio | C - Sedan Small Com Van Large Com Van C - Sedan NA Fiat 500 Abarth | D -Sedan B Car D - CUV D - Sedan B - Car D - SUV C - SUV B - SUV |
| U.S. Nameplates* | 23 | 24 | 21 | 25 | 28 |
| % of 2009 models modified or renewed | | 75% | 90% | 100% | |

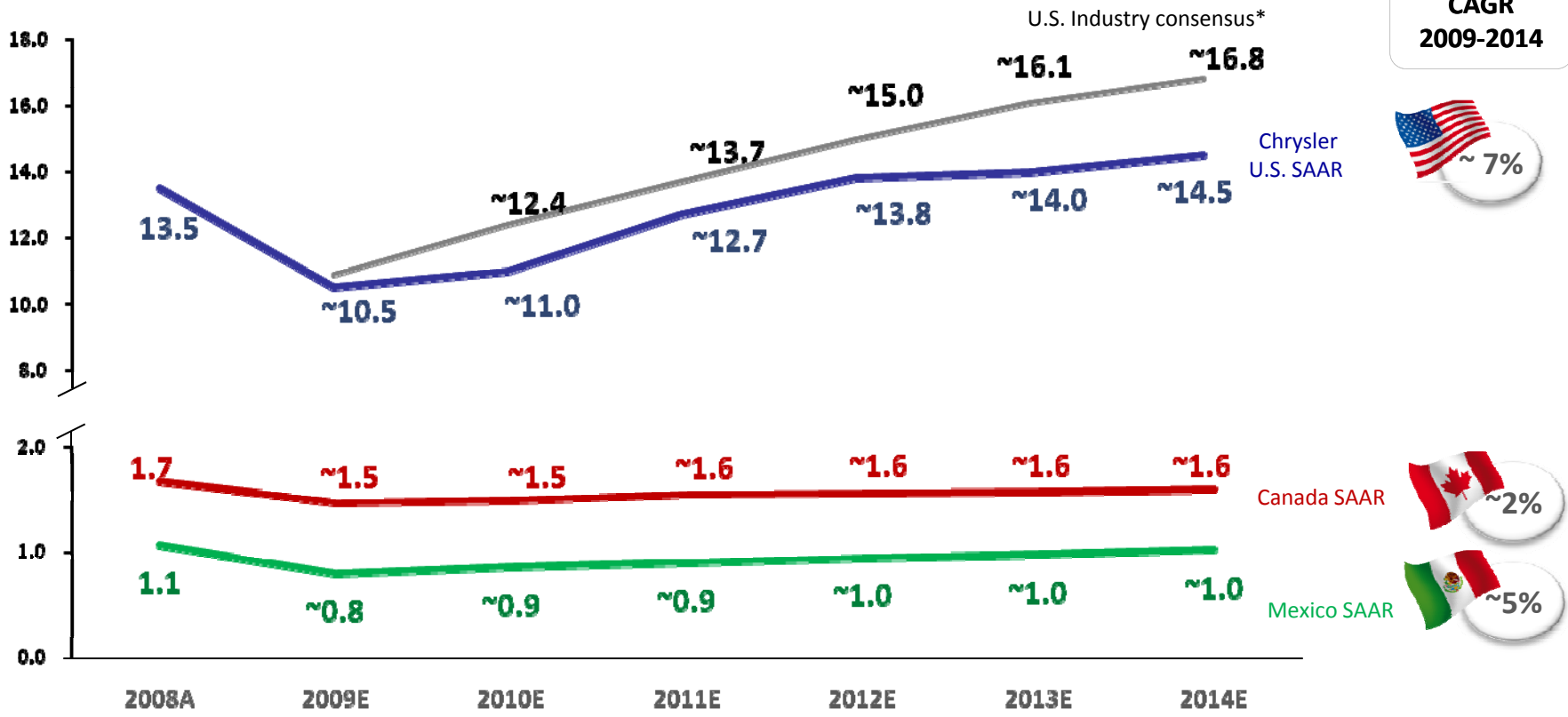
* Represents Chrysler engineered models (including Trucks), vehicles imported from Fiat Group and nameplates under consideration

75% of vehicle line renewed and refreshed by 2010 and 100% by 2012

North American SAAR assumptions



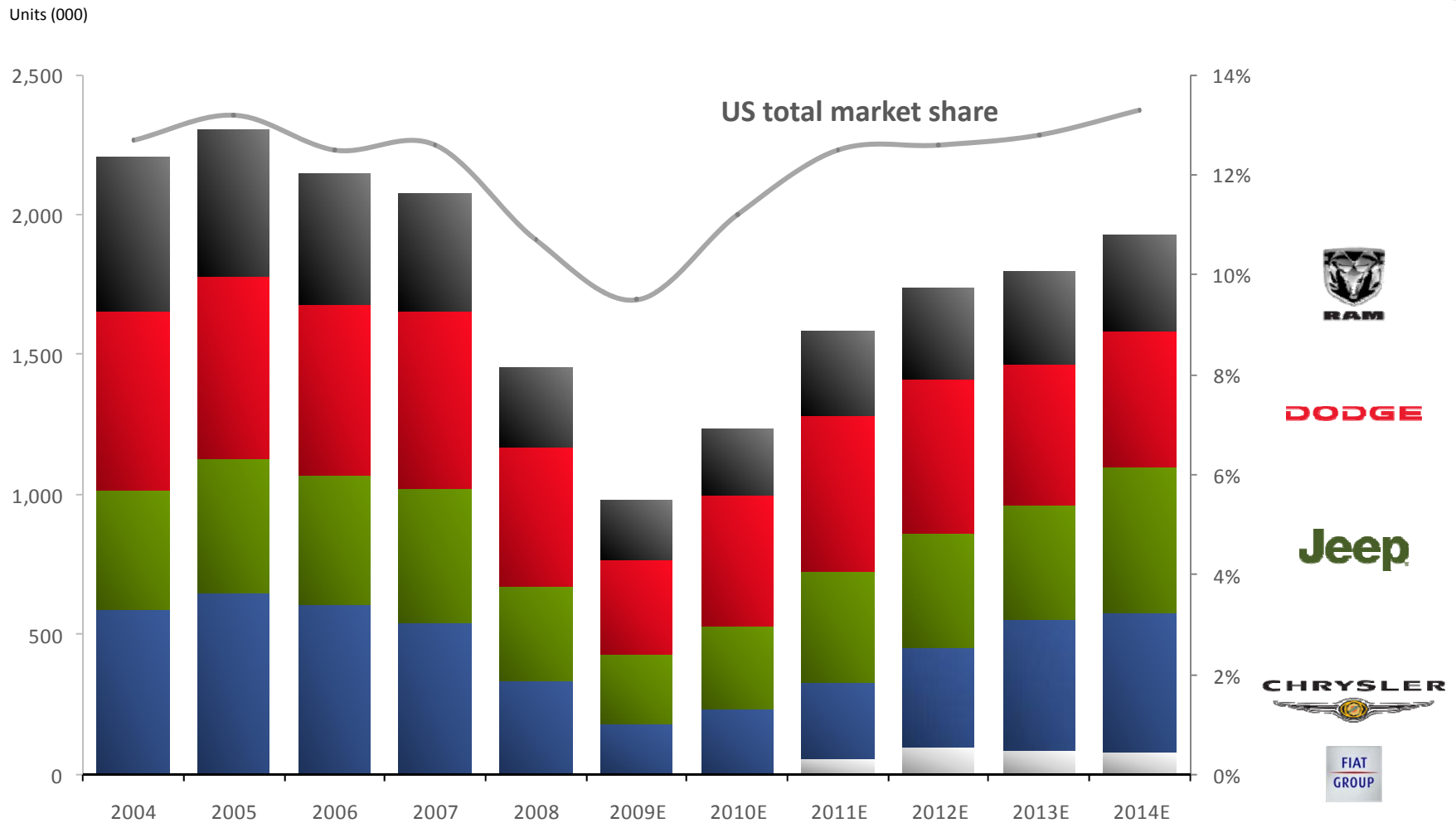
Vehicle sales – Units millions



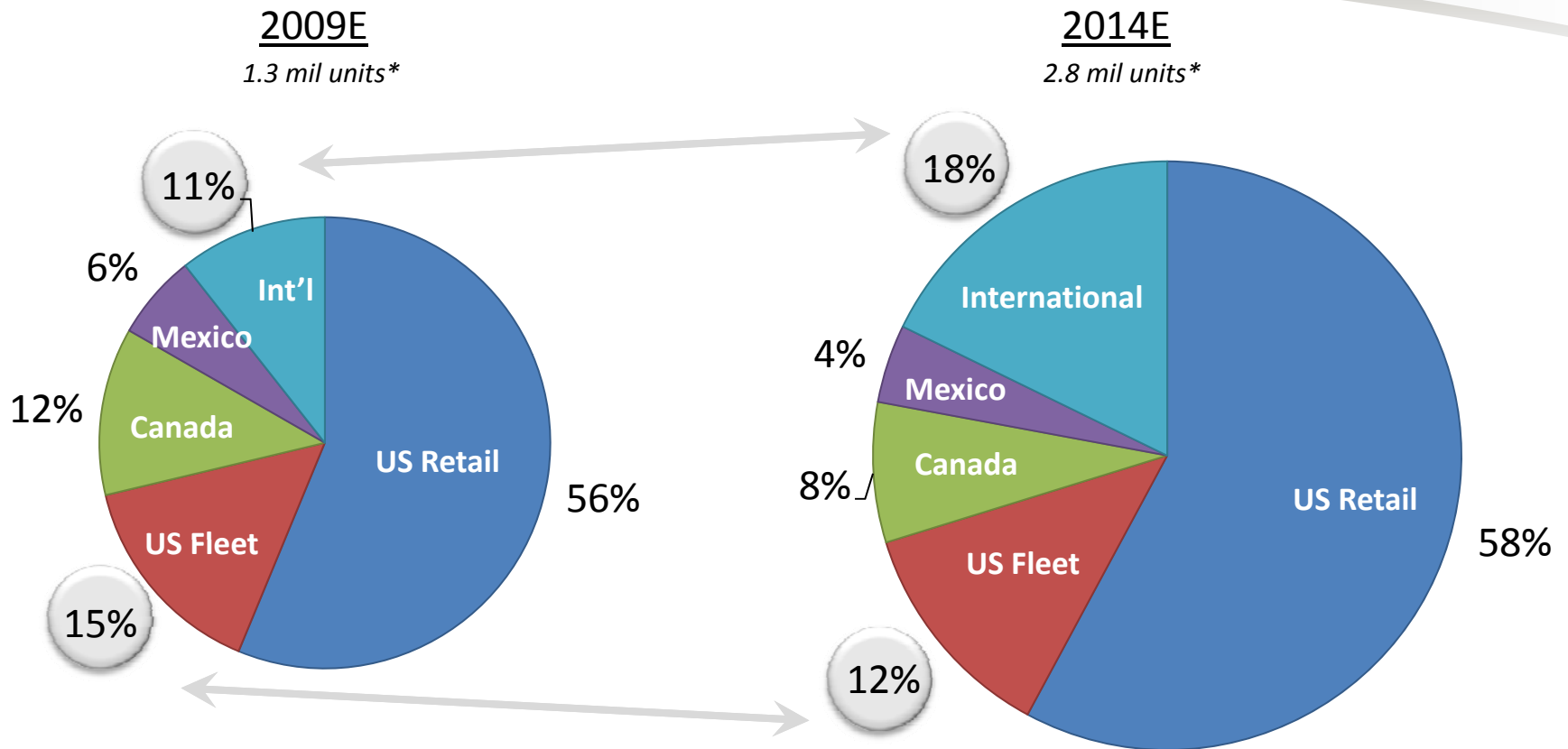
**U.S. Market compound annual growth rate (CAGR) of +7% (2009 to 2014),
Canada +2% CAGR and Mexico +5% CAGR**

* Includes JD Power, Global Insight, CSM Worldwide, major Investment Banks, and industry peers

Chrysler Group US market - total sales by brand



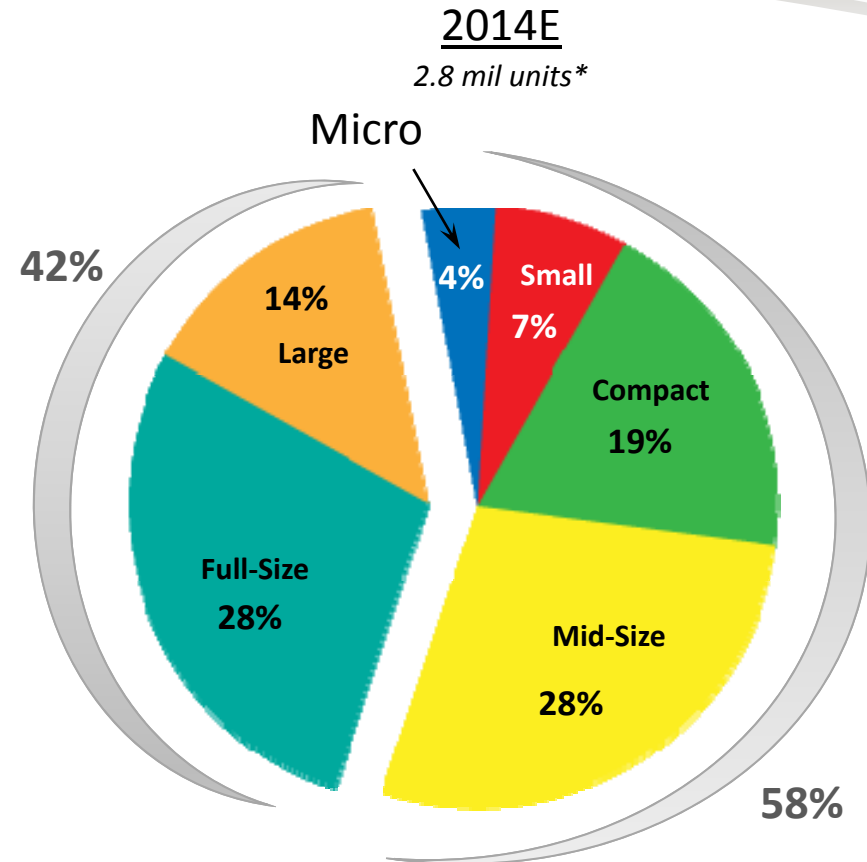
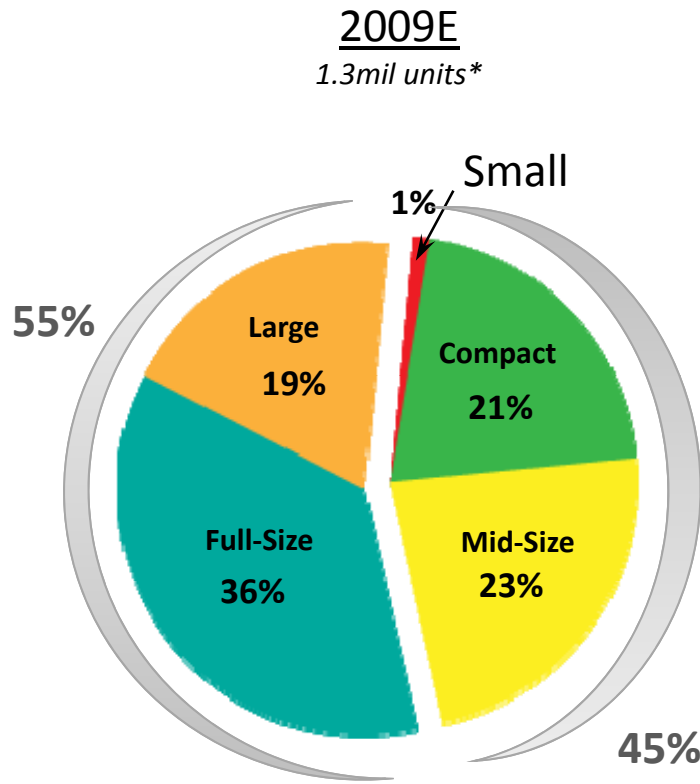
Chrysler Group worldwide volume - by market



- International grows (11% to 18%) with distribution network expansion
- Dependence on US Fleet sales is reduced (15% to 12%)

* Includes vehicles manufactured in NAFTA for sale by other OEMs

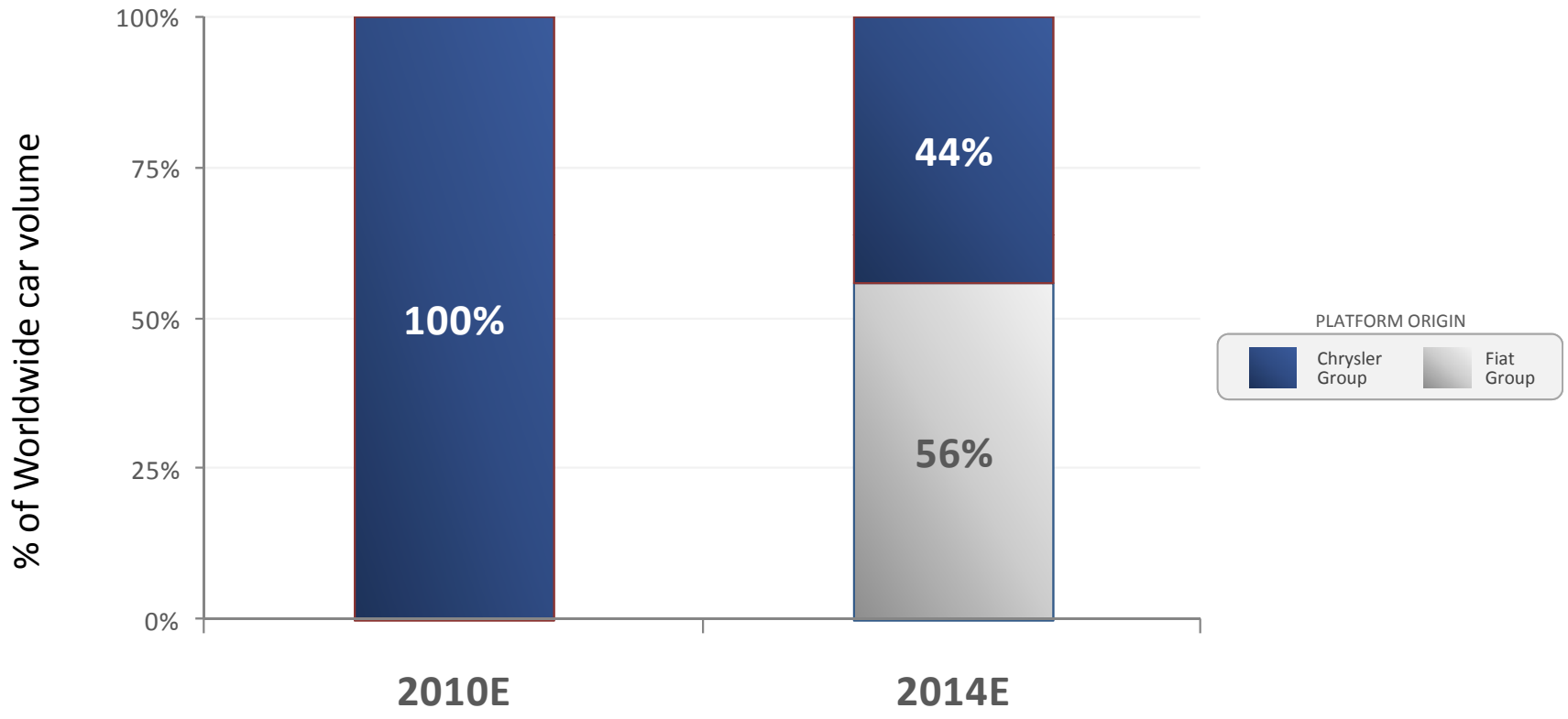
Chrysler Group worldwide volume - by segment



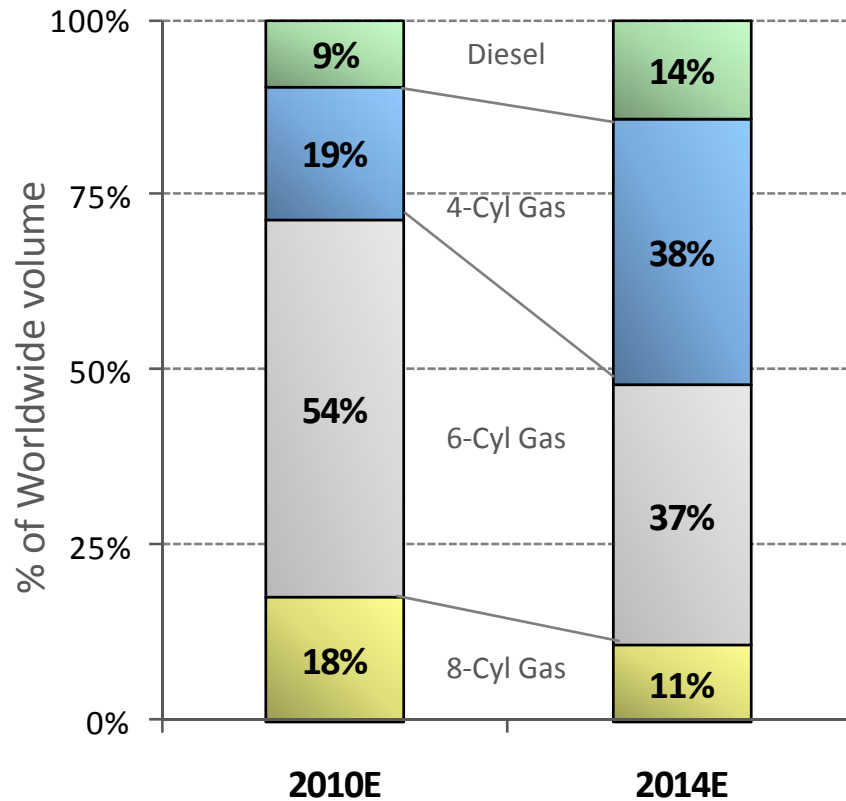
- Micro through mid-size grows from 45% to 58% of volume
- Large and full-size declines from 55% to 42% of volume

* Includes vehicles manufactured in NAFTA for sale by other OEMs

Chrysler Group worldwide car volume – by platform origin



Chrysler Group worldwide volume – by engine



Portfolio fuel efficiency expected to improved by 25%

- High efficiency 4-cylinder engines:
 - Fiat 1.4L engine family
 - Chrysler world gas engine family enhanced by Fiat Multiair technology
- New fuel efficient Pentastar V6 engine family
- Improved engine technologies i.e., Multi-Air and Pentastar
- Advanced automatic transmissions
- Improved vehicle-level energy demand management

“Our long range plan is building our future”



- Brand-relevant focused vehicles
- Designed to achieve realistic and profitable sales growth
- Balanced across all vehicle segments, with exerted strengths in the most critical ones
- Efficiently leverages available platforms from both Chrysler and Fiat Groups
- Utilizes modern fuel-efficient powertrains
- Has a steady market cadence
- Executed with world-class processes
- Invests in the future