

## Chrysler Shuffles Leadership for Ram, Dodge and Fiat

Chrysler has made several changes in its key management team, effective April 15.

"These appointments are part of the Chrysler Group's strategy to continuously reinforce its leadership ranks as we continue on our path to achieve our business targets," said Chrysler Chairman/CEO Sergio Marchionne.

"They are a further confirmation of the depth of our talent pool and of the exceptional opportunities that are available to our people as part of their career development."

Reid Bigland, who served most recently as president/CEO of the Dodge Brand, has been named president/CEO of the Ram Truck Brand.

Bigland, who has been with Chrysler since July 2006, came to the automaker from South Carolina-based Freightliner Custom Chassis Corporation.

He continues as head of U.S. Sales, and as president/CEO of Chrysler Canada. Bigland, who was born in Kamloops, British Columbia, Canada, holds both American and Canadian citizenship.

Replacing Bigland as president/CEO of the Dodge Brand is Timothy Kuniskis, whose most recent job title was head of the Fiat Brand for North America. Kuniskis came to Chrysler in 1992 and has earned a series of positions requiring increasing responsibility in the company's business center operations

and marketing organization.

Chrysler named Jason Stoichevich as the new head of the Fiat Brand, North America.

Along with his new responsibility, he retains his position as director of the California Business Center. In his 10 years with Chrysler, Stoichevich has served in a variety of positions in Chrysler's business center operations and has gained experience.

Bruno Cattori has been named president/CEO of Chrysler de Mexico. Prior to this announcement, Cattori served as director of retail sales and fleet for all Chrysler Group brands in Mexico.

Prior to his rejoining Chrysler in early 2012, he was president/CEO of Mercedes-Benz Mex-



Reid Bigland



Fred Diaz

## Diaz Leaves

Longtime Chrysler executive Fred Diaz has left for Nissan.

Diaz was widely regarded as helping boost sales and the image of the Ram Truck Brand. He most recently served as president/CEO Chrysler de Mexico and president/CEO Ram Truck Brand for Chrysler.

In his new role at Nissan U.S., where he has been named to the newly formed position of divisional vice president, Sales & Marketing, Diaz will assume responsibility for day-to-day operations of the Nissan Division in the U.S.

## GM's 1st Quarter Sales Increase 3.6 Percent Over 2012

Chevrolet sold more than 1.18 million vehicles around the world in the first quarter of 2013, achieving its 10th consecutive quarter of record global sales on the strength of products like the Cruze compact car, which recently surpassed the 2 million mark in total global sales since its launch in 2009.

General Motors Co. posted sales of more than 2.36 million in the first quarter of 2013, an increase of 3.6 percent, outpacing the industry, which was up 1.5 percent, compared with the same period in 2012.

"Chevrolet is growing around

the world by leveraging GM's global engineering and design expertise to deliver the right products in the right markets," said Mark Reuss, GM president of North America.

"And because a product like the Cruze has been developed for different markets with a wide variety of consumer needs, we have the flexibility to offer more performance and capability options - like the Cruze Clean Turbo Diesel model that will be launching in the U.S. later this year."

Guided by a new global vision, 'Find New Roads,' rooted in the

brand's legacy of ingenuity, say Chevy officials, Chevrolet is in the midst of its most aggressive new product rollout with 25 new or significantly redesigned products being launched globally, including the Corvette Stingray, Silverado and Impala in the United States and the Spin, Trax, Orlando and Colorado in several major markets around the world.

In the first quarter, Chevrolet U.S. sales were up nearly 5 percent. Sales of the Traverse were up 22 percent for the quarter.

Other markets posting sales increases include Brazil with sales of 141,000 up more than 3 per-

cent primarily on the strength of the Onix, which accounted for nearly 24 percent of first-quarter sales; China with sales of 165,000, up 2.5 percent; and Thailand with sales of 17,000, up 14 percent.

The top five Chevrolet sales markets in the first quarter:

- United States - 469,000
- China - 165,000
- Brazil - 141,000
- Mexico - 44,000
- Argentina - 37,000

GM first-quarter sales in North America were up more than 8 percent and nearly 7 percent throughout its International Operations.

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