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## Six Chrysler Vehicles Set February Sales Records

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gain of any Chrysler Group brand during the month. Chrysler Group extended its streak of year-over-year sales gains to 47 consecutive months in February.

"The severe weather has been ideally suited for our legendary Jeep 4x4 capability as Jeep brand sales were up 47 percent and the brand had its best February sales ever," said Reid Bigland, head of U.S. Sales.

"Overall, February was another solid month for Chrysler Group."

Six Chrysler vehicles set sales records in February – Jeep Compass, Jeep Patriot, Jeep Wrangler, Chrysler 200 mid-size sedan, Dodge Journey mid-size crossover and Ram pickup truck.

Sales of the new Jeep Cherokee mid-size SUV were up 12 percent compared with sales in the previous month of January.

Chrysler finished the month of February with an 85 days supply of inventory (546,107 units).

Jeep brand sales had the largest percentage sales gain of any Chrysler brand for the month, Kiesel said.

Jeep Grand Cherokee sales were up 34 percent, the largest percentage sales gain of any Chrysler model in February.

Sales of the new Jeep Cherokee mid-size SUV were up 12 percent compared with sales in January, its second-best monthly sales

performance since arriving in dealerships in October.

Ram Light Duty sales increased 30 percent in February, while Ram Heavy Duty pickups were up 19 percent.

Shipments of the Ram 1500 EcoDiesel began in February, Kiesel said. With its 8 percent increase, the Ram Cargo Van recorded its best February sales ever.

Chrysler brand sales were up 1 percent in February, compared with the same month a year ago, led by the Chrysler 200, Kiesel said.

Sales of the 200 were up 5 percent in February, the mid-size sedan's best ever February sales.

Chrysler Town & Country sales were up 1 percent in February, the minivan's best February sales in two years and its seventh consecutive month of year-over-year sales gains.

Sales of the Dodge Durango full-size SUV were up 15 percent in February compared with the same month a year ago, extending its run of year-over-year sales gains to 16-consecutive months.

It was the Durango's best February sales since 2006, Kiesel said.

The Dodge Grand Caravan minivan were up 1 percent.

Dodge brand sales were down 11 percent in February compared with the same month a year ago, but up 43 percent compared with January sales.

## GM Sales Down, But Pickups Strong

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"Weather continued to impact the industry in February, but GM sales started to thaw during the Winter Olympic Games as our brand and marketing messages took hold," said Kurt McNeil, U.S. vice president of Sales Operations.

"Car and crossover sales were particularly strong at Buick and Chevrolet, and we continue to have a strong mix of pickup sales.

"Despite a slower start to 2014 than most people expected, we look forward to a very successful year, backed by plenty of new products and what should be the strongest GDP growth since the end of the recession."

February sales highlights (vs. 2013) showed passenger car sales up 8 percent, with Buick deliveries up across the board.

The Chevrolet Sonic, Cruze and Malibu posted double-digit sales increases, Cain said. The Chevrolet Cruze and the Buick Verano had their best February sales ever.

Deliveries of the Corvette were up 149 percent.

The new 2014 Cadillac CTS sedan helped drive a 7 percent increase in retail sales for the CTS range. Segment share is estimated to be up 1.6 points, Cain said.

Crossover sales were up 4 percent. Sales of the Buick Encore

nearly doubled, the Cadillac SRX was up 23 percent and GMC Acadia deliveries were up 2 percent. The Buick Enclave and Chevrolet Equinox had their best February sales ever.

Retail deliveries of Chevrolet and GMC large SUVs were up 14 percent, Cain said. GM's retail share of light-duty pickup sales increased an estimated 2 percentage points or more from January.

The mix of light-duty pickups powered by GM's all-new EcoTec3 V6 increased 2 percentage points month over month to about 20 percent of retail sales, Cain said.

The average transaction prices for GM's full-size pickups were in line with January 2014 levels, according to mid-month J.D. Power PIN estimates. More than half of light-duty pickup sales continue to be premium-contented models.

Incentive spending increased slightly month over month on both an absolute basis and as a percentage of average transaction prices due primarily to the sell-down of older model heavy-duty pickups and large SUVs, Cain said.

GM's increase was less than the industry average, according to J.D. Power PIN.

GM increased its commercial fleet sales for the fourth month in a row, with deliveries up more than 1 percent.

## EPA Sets Clean Fuel, Car Standards

Fuel economy and greenhouse gas standards are going up.

The U.S. Environmental Protection Agency (EPA) last week finalized emissions standards for cars and gasoline through 2025.

The standards are designed to be in place at the same time as the next phase of EPA's national program to reduce greenhouse gas emissions from cars and light trucks by model year 2017.

The final standards will work together with the California clean cars and fuels program to blend with the nationwide program.

According to EPA Administra-

tor Gina McCarthy, the new vehicle standards will result in an average cost of about \$72 per vehicle in 2025.

The final fuel standards will reduce gasoline sulfur levels by more than 60 percent, an EPA statement said.

McCarthy added that the standards are projected to save American families more than \$1.7 trillion in fuel costs.

The standards, according to the EPA, support efforts by states to reduce harmful levels of smog and soot "and aids their ability to attain and maintain science-based national ambient air quality standards."

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