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Volume 2 Issue 4

2011 NADA Annual Membership Conference

CMDA 20 Group



Minority
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TOP 10

March 2011

Retail Sales Congratulations Spring CJD for being #1



Diversity Dealer

Sales (YTD)

★ 1. Spring CJD (Spring, TX)	545
2. Greenway CJD (Orlando, FL)	452
3. Performance CJD (La Vista, NE)	425
4. Landers CJD (Bossier City, LA)	355
5. Ancira CJD (San Antonio, TX)	343
6. Landers McLarty DCJ (Huntsville, AL)	337
7. Folsom Lake CJD (Folsom, CA)	316
8. Galeana CJD (Fort Myers, FL)	313
9. Tyson Mtr. Corp (Shorewood, IL)	312
10. Olathe DCJ (Olathe, KS)	302



Diversity Dealer

Sales (MTD)

★ 1. Spring CJD (Spring, TX)	210
2. Greenway CJD (Orlando, FL)	172
3. Performance CJD (La Vista, NE)	167
4. Ancira CJD (San Antonio, TX)	163
5. Landers CJD (Bossier City, LA)	154
6. Landers McLarty DCJ (Huntsville, AL)	140
7. Acadiana DCJ (Lafayette, LA)	129
8. Olathe DCJ (Olathe, KS)	121
9. Jeep Chrysler Dodge of Ontario (Ontario, CA)	121
10. Champion CJD (Downey, CA)	114

Marketing Investment

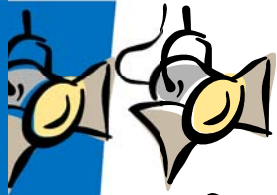
Minority Dealers



<u>Diversity Dealer</u>	<u>Sales (YTD)</u>
★ 1. Gulfgate DCJ (Houston, TX)	263
2. DCJ of McKinney City (McKinney, TX)	233
3. Superstition Springs CJD (Mesa, AZ)	169
4. Stone Mountain CJD (Stone Mountain, GA)	62



<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
★ 1. Gulfgate DCJ (Houston, TX)	111
2. DCJ of McKinney City (McKinney, TX)	101
3. Superstition Springs CJD (Mesa, AZ)	53
4. Stone Mountain CJD (Stone Mountain, GA)	24



2011 Dealer Candidate Development Program



DODGE



Jeep



Chrysler Group LLC is proud to launch the 2011 Dealer Candidate Development Program ("DCD"). Our goal is to find and place qualified candidates into dealership ownership/management positions. As such, Chrysler partnered with NADA to train the next generation of Dealer Candidates.

We held our first training session April 5, 2011. Each candidate has management experience and is employed at an existing minority owned dealership. We are extremely proud of the efforts of each candidate and are excited to help them grow their business acumen through this training experience. DCD provides each candidate with a rigorous training program through NADA and practical on-the-job training at the dealership.

Congratulations to Al Heggs, Kelly Alston, Greg Traveline, Owen Walker and Mark Mitchell, our 2011 DCD Training Class.



Network Diversity & Dealer Development

Average Minority Dealer - Same Store Performance

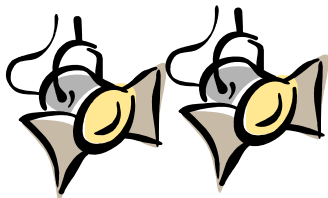
(February 2011 YTD vs. February 2010 YTD)

Key Performance Indicators	February 2011	February 2010	Change
Net Earnings	\$85,442	\$28,242	203%
% Profitable	73%	58%	15 Pts.
Return on Sales	1.44%	0.61%	.83 Pts.
New Vehicle Net Profit	\$74,124	\$21,018	253%
Used Vehicle Net Profit	\$100,773	\$94,177	7%
Mechanical Net Profit	\$94,230	\$92,644	2%
Parts Net Profit	\$79,846	\$89,650	(11%)
Service Absorption	67.03%	70.61%	(3.58 Pts.)

All Dealer counts listed below are as of March 31, 2011:

- 116 Minority Owned Dealerships
- 4.8% of Chrysler's Dealer Network
- 7.0% of Chrysler's Retail Sales Volume
- 83% of Minority Dealerships have Chrysler, Jeep, Dodge and Ram
- 50% of Minority Dealers are located in Metro Areas
- Includes 4 Minority owned FIAT dealerships





Network Diversity & Dealer Development

CMDA Dealers - Same Store Performance (February 2011 YTD vs. February 2010 YTD)

Key Performance Indicators	February 2011	February 2010	Change
Net Earnings	\$36,270	(\$1,611)	2352%
% Profitable	58%	44%	14 Pts.
Return on Sales	.69%	(.04%)	.65 Pts.
New Vehicle Net Profit	\$60,251	\$10,433	478%
Used Vehicle Net Profit	\$70,424	\$69,807	1%
Mechanical Net Profit	\$95,074	\$89,134	7%
Parts Net Profit	\$74,374	\$83,938	(11%)
Service Absorption	67.07%	69.16%	(2.09 Pts.)

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- 116 Minority Owned Dealerships
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- 7.0% of Chrysler's Retail Sales Volume
- 83% of Minority Dealerships have Chrysler, Jeep, Dodge and Ram
- 50% of Minority Dealers are located in Metro Areas
- Includes 4 Minority owned FIAT dealerships

