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Chrysler Group LLC Continues to Support
Diversity, Scholarship and Leadership Through
Sponsorship of the National Student Case
Competition

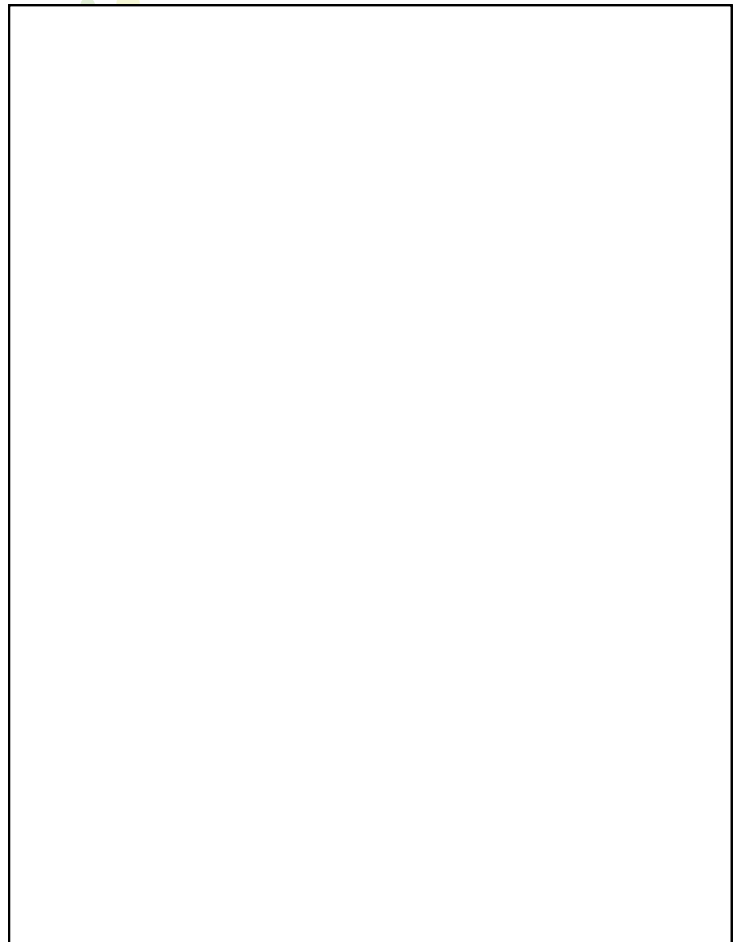
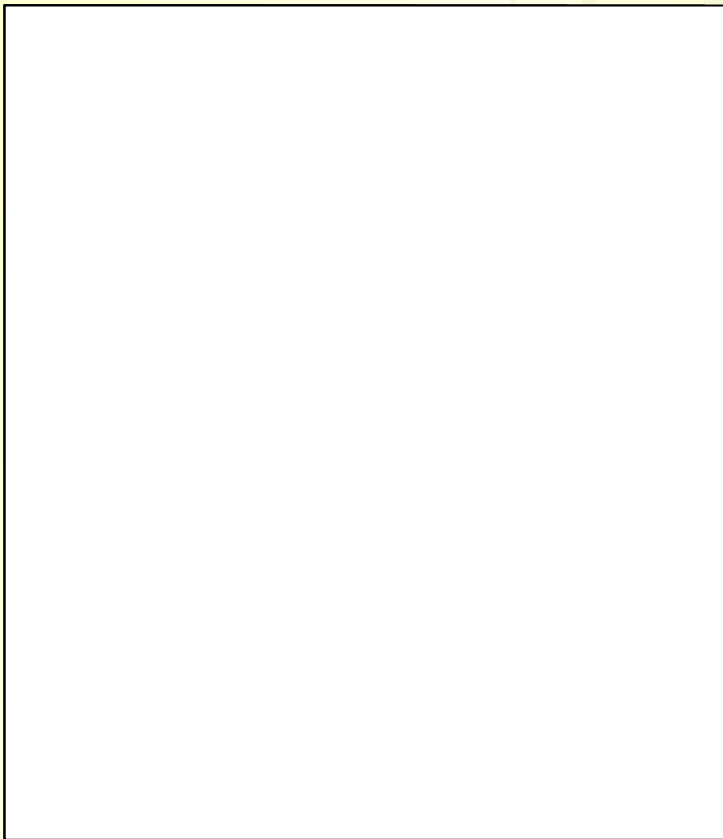
Volume 1 Issue 16

National Student Case Competition

September 21st-25th

Hispanic Education Leadership Group

Ocotober 8, 2010



TOP 10

September 2010

Retail Sales Congratulations Performance CJD for being #1



<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
★ 1. Spring CJD(Spring, TX)	184
2. Performance CJD (La Vista, NE)	165
3. Greenway (San Antonio, TX)	142
4. Landers McLarty DCJ (Huntsville, AL)	137
5. Folsom Lake Dodge (Folsom, CA)	135
6. Olathe CJD (Olathe, KS)	117
7. Billion Motors (Sioux Falls, SD)	116
8. Ancira Chrysler Jeep Dodge (San Antonio, TX)	113
9. Tyson Motor Corporation (Shorewood, IL)	104
10. Stevens Creek CJD (San Jose, CA)	102



<u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
★ 1. Spring CJD (Spring, TX)	1,296
2. Performance CJD (La Vista, NE)	1,050
3. Landers McLarty CJD (Huntsville, AL)	992
4. Galeana's Van Dyke Dodge (Warren, MI)	921
5. Greenway CJD (Orlando, FL)	919
6. Ancira CJD (San Antonio, TX)	893
7. Olathe CJD (Olathe, KS)	861
8. Folsom Lake DCJ (Folsom, CA)	832
9. Tyson Motor Corporation (Shorewood, IL)	808
10. Mission CJ (San Antonio, TX)	693

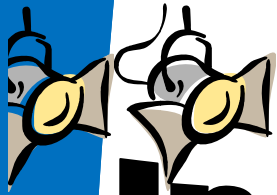
Marketing Investment

Top 5



<u>Diversity Dealer</u>	<u>Sales (MTD)</u>
★ DCJ of McKinney (McKinney, TX)	82
2. Stateline CJD (Fort Mill, SC)	79
3. Gulfgate DCJ (Houston, TX)	66
4. La Brea CJ (La Brea, CA)	51
5. Superstition Springs CJ (Mesa, AZ)	34
6. Stone Mountain CJD (Stone Mountain, GA)	33
7. Alhambra CJD (Alhambra, CA)	21

<u>Diversity Dealer</u>	<u>Sales (CYTD)</u>
★ DCJ of McKinney (McKinney, TX)	572
2. Gulfgate DCJ (Houston, TX)	529
3. Stateline CJD (Fort Mill, SC)	493
4. La Brea CJ (La Brea, CA)	385
5. Superstition Springs CJD (Mesa, AZ)	318
6. Stone Mountain CJD (Stone Mountain, GA)	197
7. Alhambra CJD (Alhambra, CA)	161



In the Fight



Stateline Chrysler Jeep Dodge

**“We are the champions, my friends, and we'll keep on fighting till the end,
No time for losers, 'Cause we are the champions”. - Queen**

Stateline has consistently improved their presence in the Charlotte Metro Market. Although this song was released in 1977, it is still very highly remembered and appreciated by many, just like Champion Chrysler Jeep Dodge in Indiana. This high performing dealer opened its doors in September 2003. I was lucky enough to interview a real Champion, Mr. Fernando Falcon. I must say what an intelligent and well spoken individual.

Mr. Fernando Falcon has had an infatuation for the auto industry since he was 16 years old. Beginning in the corporate world of Chrysler, Mr. Fernando discovered that his real passion was to become a dealer. In order to learn the ins and outs of being a Chrysler dealer he spent more time with the actual dealers themselves to get a better understanding of that position. And now, he has been striving for the gold for about seven years.

Fernando has overlooked the public perception of Chrysler's ties to bankruptcy, and has created a different persona of an excellent Chrysler Jeep Dodge dealership that surpasses the competition, just like a Champion should. Fernando and his employees have taken the optimistic route and looked at the glass half full in order to be successful in the auto industry. It seems to be that their efforts have paid off because Fernando will be opening up his second dealership in October of this year in Greeley, Colorado.

Fernando is not only involved in helping to improve Chrysler, but also highly involved in the community. The Hispanic Chamber of Commerce, Washington Township School Foundation, and the Indiana Black Expo are the major foundations Fernando and his dealership are involved in as well as many others around the community. Fernando recently sponsored the Black Expo last month where he put on a Mopar Car Show with about 115 cars as well as raised about \$2700 (almost double of last year) in donations to be donated to the Juvenile Diabetes Research Foundation. Fernando's next big contribution will be towards the Washington Township School Foundation where they will be recognizing teachers for their hard work and dedication to their students.

In order to be the best, you have to act like a Champion. In order to do that you need to provide the best sales & service experience, support your surrounding community, and maintain a



Network Diversity & Dealer Development

Marcus Foreman

Manager, Network Diversity & Dealer Development

Average Diversity Dealer - Same Store Performance

(July 2010 YTD vs. July 2009 YTD)

Key Performance Indicators	July 2010	July 2009	Change
Net Earnings	\$326,071	\$216,914	50%
% Profitable	78%	73%	5 Pts.
Return on Sales	1.67%	1.14%	.53 Pts.
New Vehicle Net Profit	\$219,581	\$173,503	27%
Used Vehicle Net Profit	\$355,793	\$315,598	13%
Mechanical Net Profit	\$358,775	\$335,832	7%
Parts Net Profit	\$335,071	\$306,826	9%
Service Absorption	75.74%	71.87%	3.87 Pts.

All Dealer counts listed below are as of August 31, 2010:

- 109 Minority Owned Dealerships
- 4.7% of Chrysler's Dealer Network
- 7.2% of Chrysler's Retail Sales Volume
- 83% of Minority Dealerships have Chrysler, Jeep, Dodge and Ram
- 49% of Minority Dealers are located in Metro Areas