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Sales of Trucks Made Them King of the Road

CONTINUED FROM PAGE 1

Verano sedan and the Encore small crossover.

Combined sales of GM's mini, small and compact cars increased by 10 percent, bolstered by best-ever sales of the Chevrolet Sonic and Cruze, and a remarkable year for the new Chevrolet Spark, which saw more than 34,000 deliveries.

Crossover deliveries were strong all year long, increasing by 14 percent. New products like the Buick Encore drove the growth along with stalwarts like the Chevrolet Equinox and GMC Terrain, which had their best sales years ever. The GMC Acadia and Buick Enclave also had their best years ever.

Sales in the fourth quarter increased 6 percent and December's volume was the highest since August.

"December started a little slow but sales were stronger later in the month, especially in the week between Christmas and New Year's," McNeil said.

"We didn't make any big changes to our 'go-to-market' strategy during the month, which is to offer competitive incentives and market aggressively, and we are carrying good momentum heading into January."

Chrysler reported U.S. December sales of 161,007 units, a 6 percent increase from December 2012 and the group's best December sales since 2007.

The Jeep and Ram Truck brands each posted double-digit percentage sales gains in December compared with the same month a year ago. The Jeep brand's 34 percent increase was the largest sales gain of any Chrysler brand in December. Fiat brand sales were up 1 percent.

"Chrysler Group ended the year with a 6 percent sales gain

in December and our 45th consecutive month of year-over-year sales gains," said Reid Bigland, head of U.S. Sales.

"Our Jeep and Ram Truck brands had a strong finish led by the all-new 2014 Jeep Cherokee and the Ram pickup truck, *Motor Trend's* 2014 Truck of the Year. Sales of the new Cherokee topped 15,000 units in December as our newest SUV continues its solid sales performance out of the gate."

In its second full month of sales, the new Cherokee mid-size SUV recorded sales of 15,038 units, surpassing sales of the Jeep Wrangler.

The Jeep brand recorded its best December sales ever. In addition, the Wrangler and Jeep Patriot each recorded their best December sales ever.

Full-year Chrysler Group sales were up 9 percent in 2013, compared with sales during 2012. It was the fourth consecutive year of Chrysler sales growth. The Ram Truck brand, with its 22 percent increase in 2013, had the largest full-year sales gain of any Chrysler Group brand.

Chrysler Group realized sales growth in both its car and truck segments during the year. Chrysler Group car sales in the U.S. were up 11 percent in 2013, while truck sales were up 8 percent. The Jeep brand set a global sales record in 2013.

Ford reported 2013 U.S. sales of 2,493,918 vehicles. For December, total sales were 218,058 vehicles, up 2 percent.

Ford brand U.S. retail sales are up 14 percent for the year. Overall, the Ford brand closed out 2013 with 2,412,224 vehicles sold.

Lincoln sales totaled 81,694.

Ford produced double-digit annual retail gains across its lineup – cars up 12 percent, utilities up 13 percent, and trucks up 17 per-

cent – with higher average transaction prices.

Retail sales gains for the Ford brand are strongest in the West, where sales are up 21 percent, and the Southeast, with sales up 17 percent for the year.

December sales of 74,592 Ford F-Series vehicles extend to eight the truck's string of selling more than 60,000 units a month. Sales of 763,402 F-Series vehicles in 2013 represent the truck's highest level since 2006. F-Series remains America's best-selling truck for 37 straight years and the country's best-selling vehicle for 32 consecutive years.

"December was a strong close to an even better year for Ford Motor Company," said John Felice, Ford vice president, U.S. Marketing, Sales and Service. "We saw strong growth across the entire Ford lineup and made significant gains in the import-dominated coastal markets."

"Strong demand for our new cars, utilities, hybrids and trucks provided Ford with the largest share point gain of any full-line automaker in 2013."

Ford Fusion's December performance is up 27 percent with 24,408 sales, setting a record for the month. Fusion sales of 295,280 vehicles in 2013 represent a 22 percent increase, setting an annual record.

Fusion continues to be a significant driver to the automaker's growth in the U.S. Western and Southeastern regions, where retail sales are up 61 percent and 29 percent, respectively, in 2013. Ford Fiesta sales of 71,073 vehicles for the year also mark a record – up 25 percent over 2012.

Ford Escape sales are up 22 percent for the month, with 24,462 vehicles sold. For the year, Escape sales of 295,993 vehicles represent a 13 percent gain, setting an annual record.

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