Honda Motor Co., Ltd.
Chrysler Japan Sales, Ltd.

**CHRYSLER AND HONDA ANNOUNCE END TO JEEP® DISTRIBUTION AGREEMENT**

TOKYO, September 12, 1997 — Chrysler Japan Sales, Ltd. and Honda Motor Co., Ltd. announced the termination of a distribution agreement between the two companies at the conclusion of the 1997 model year. Beginning with the 1998 model year, Chrysler will be the sole distributor of Jeep® vehicles in Japan.

Under the termination agreement, Honda dealers in Japan will discontinue sales of new Jeep® vehicles after the inventory of the 1997 model year vehicles is depleted. Honda dealers will continue to service the needs of their Jeep® customers, including warranty repairs and parts supply.

The termination agreement is based on Chrysler's strategy of offering increased value to its current and future dealers by providing an exclusive, full line of vehicles. Honda understands the necessity of such a strategy and agrees with the decision from a long-term point of view.

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## History

**1990** Honda signed with CJSL as a sub-distributor of Jeep® products through its Primo dealer network (August).

**1991** Honda established Foreign Import Vehicle Division (November)

**1992** Honda established PDI operations in Takanezawa with 60 units per day capacity.

Honda expanded its sales network to include Clio and Verno channels.

Cherokee (1993 MY) with right-hand drive introduced

## Jeep® Sales by Honda

| | |
|---|---|
| 1990 | 121 |
| 1991 | 432 |
| 1992 | 808 |
| 1993 | 3,747 |
| 1994 | 9,764 |
| 1995 | 11,098 |
| 1996 | 10,368 |
| 1997* | 4,628 |

*through August

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