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The Dodge Brand Races to the Rock 'n' Roll Philadelphia Half Marathon

- 2010 official sponsor of "ING Rock 'n' Roll Philadelphia Half Marathon"
- All-new 2011 Dodge Durango to pace the race
- Dedicated Dodge running team to compete in the half marathon

September 16, 2010, Auburn Hills, Mich. - The Dodge brand is going the distance as an official sponsor of the "ING Rock 'n' Roll Philadelphia Half Marathon." The Dodge running team of corporate volunteers will lace up their running shoes and participate in the half marathon in Philadelphia on Sunday, Sept. 19. In addition to being an official sponsor of the half marathon, the all-new 2011 Dodge Durango will lead the way for thousands of runners as the official pace vehicle.

The Dodge running team will gear up in a Dodge Grand Caravan and leave the Detroit area on Friday, Sept. 17, and make the trek to earn their stripes in the Philadelphia Half Marathon. Running enthusiasts can check out runner profiles and training tips on the Dodge brand Facebook page.

"At the Dodge brand, we are passionate about our products, and we're also passionate about living life to the fullest," said Ralph Gilles, President and CEO - Dodge Brand, Chrysler Group LLC. "Running is a fun, energetic and healthy sport that reflects many of our own brand values, and participating in the Rock 'n' Roll Marathon Series is an excellent opportunity to expose our brand to the more than 1 million people who are somehow involved in or touched by the series."

Marathon runners and attendees will be fully immersed in the Dodge brand experience with interactive mobile applications, such as Facebook and Twitter, throughout the event's two-day Health & Fitness Expo. On site, the brand will have a display that features the all-new 2011 Dodge Durango. Dodge brand fans and marathon supporters can go along for the ride via the Dodge brand Facebook page at www.facebook.com/dodge and the Dodge brand Twitter handle (@dodge).

The "ING Rock 'n' Roll Philadelphia Half Marathon" is part of the Rock 'n' Roll Marathon Series. The series of marathons and half marathons combine entertainment and running in a unique way. Bands stationed at every mile of the race keep runners and walkers energized, engaged and entertained. With more than 300,000 runners participating at 14 events across the nation, it is the largest and most widely attended marathon series in the world.

"We couldn't be more excited to team with the Dodge brand as we bring the Rock 'n' Roll Series to Philadelphia for the first time," said Peter Englehart, CEO of the Competitor Group. "Our partnership brings together a shared sense of values with a commitment to quality performance, dedication and passion for a healthy and active lifestyle."

The Dodge brand kicked off its partnership with the Rock 'n' Roll Marathon Series over the 2010 Labor Day weekend as official title sponsor of the Dodge Rock 'n' Roll Virginia Beach Half Marathon. In addition to its title sponsorship in Virginia Beach, Va., the brand will also be the official title sponsor of the Los Angeles half marathon on Sun., Oct. 24, and an official sponsor for the Denver marathon on Sun., Oct. 17. The Rock 'n' Roll Philadelphia Half Marathon is expected to attract more than 18,000 runners and walkers.

About Dodge

Dodge is a full line of cars, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that

leave them wanting more.

The Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10®. Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

About the all-new 2011 Dodge Durango

The 2011 Dodge Durango, jump starts Dodge back into the sport utility (SUV) segment with a three-row vehicle spacious enough to carry the entire crew and performance-tuned to thrill anyone who truly loves to drive. Durango will lead the Dodge brand's new product onslaught for 2011.

From its sleek exterior design to its modern, spacious interior, and intelligent, fuel-efficient and powerful powertrain options, the 2011 Dodge Durango is all-new from the inside out. And the changes are more than skin deep. The Durango's stiffened unibody structure is engineered with the driving enthusiast in mind. The end result is a vehicle that delivers premium driving performance combined with SUV capability and crossover versatility.

About The Rock 'n' Roll Marathon Series

Organized by The Competitor Group, the Rock 'n' Roll Marathon Series is famous for lining race routes with live bands and cheerleaders, massive participant numbers and rocking post race concerts. The original Rock 'n' Roll Marathon in 1998 is still recognized as the largest inaugural marathon in history with 19,979 entrants. Over the 13-year history of the series, more than 75,000 charity runners have raised more than \$233 million for a variety of worthy causes and nonprofit organizations. Today, the series of marathons and half-marathons has spread to fourteen cities nationwide. For more information or to register for an event, please visit www.runrocknroll.com.

About The Competitor Group

Competitor Group, Inc. (CGI), headquartered in San Diego, CA, is the leading endurance media and event entertainment company dedicated to promoting the sports of running, cycling and triathlon. CGI owns and operates 36 national events delivering more than 350,000 professional and amateur participants in 2010. CGI publishes four magazine titles with a combined monthly circulation of over 800,000 and has recently launched an online endurance community at competitor.com delivering over 1.5 million monthly unique visitors and over 25 million page views. Further information about Competitor and its media properties can be found at www.cgimediakit.com.

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