

## **Chrysler Group LLC Gets Consumers Rolling at the 2011 Denver International Auto Show**

March 29, 2011, Denver - Rock climbing, scaling a mountain created by the Jeep® brand or cruising the streets of downtown Denver in all new Chrysler, Dodge, Fiat, Jeep and Ram products, consumers will get a hands-on Chrysler Group experience at the 2011 Denver International Auto Show, March 31 – April 3, 2011 at the Colorado Convention Center.

“We have ensured that current and potential customers are given a hands-on experience with the new line-up across the Chrysler Group brands,” said Jeff Hines, director of Chrysler Group’s Denver Business Center. “With the introduction of Camp Jeep® Denver and ‘The Chrysler Drive’ experience, we have transformed the auto show space to feature our all-new and significantly improved vehicles. We are also pleased to debut the FIAT brand to the auto show.”

### **CAMP JEEP DENVER**

Camp Jeep Denver provides the ultimate off-road driving course for attendees of the 2011 Denver Auto Show and is free for attendees. Consumers will get a thrilling ride over various obstacles that will demonstrate Jeep’s legendary Trail Rated® capabilities.

“We have created the Camp Jeep Denver to provide our current and potential customers with an adventurous experience that is exclusive to the Jeep brand,” said Hines. “Camp Jeep Denver provides an ideal venue to experience the countless features and legendary capability offered in the all-new 2011 Jeep Grand Cherokee, the iconic Jeep Wrangler and the new Jeep Compass.”

The Camp Jeep Denver courses consist of several obstacles that simulate some of the rigorous testing that Jeep vehicles endure before customers get behind the wheel. The course includes elements that demonstrate the Trail Rated® capabilities of Jeep vehicles for articulation, ground clearance, maneuverability, traction and traversing the famous Jeep Mountain.

Trained instructors will drive participants over the variety of surfaces on the courses. Attendees will learn to navigate off-road challenges, such as steep grades, rocky trails and log crossings, under the guidance of trained instructors.

### **CHRYSLER GROUP DRIVE**

The Chrysler Drive program offers consumers the chance to drive and evaluate the latest models from Chrysler, Jeep, Dodge, Ram Truck and Fiat at the Denver International Auto Show. It is a hand-on opportunity for auto show goers to participate in a real driving experience with Chrysler Group products at no additional charge.

Consumers coming to the auto show on Friday, April 1 (Noon - 6:00 PM), Saturday, April 2 (10:00 AM - 5:00 PM) or Sunday, April 3 (10:00 AM - 5:00 PM) can get behind the wheel of any or all of the following Chrysler Group products:

- Chrysler 200, 300, Town & Country
- Dodge Charger, Journey and Durango
- Jeep® Grand Cherokee and Compass
- Ram Trucks
- Fiat 500

Entrance to the Chrysler Drive experience is located at the 14th Street Main Lobby of the Colorado Convention Center. Drivers must be 18 years or older and passengers must be 8 years or older to participate.

### **NEW CHRYSLER GROUP SHOW FLOOR**

The Chrysler Group display at the Colorado Convention Center has been completely transformed for 2011 with 16 all-

new and/or redesigned products from the company's Chrysler, Jeep®, Dodge and Ram Truck brands arriving for the first time at the 2011 Denver Auto Show.

"Over the past two years, the product and design teams at Chrysler Group have been working diligently to update our line-up and today the final products are at the Denver Auto Show and in dealerships across the Rocky Mountain region," said Hines.

This year auto show goers will have a chance to interact and experience the new designs, interior refinements and improved efficiency of vehicles like the award-winning 2011 Jeep Grand Cherokee and Dodge Durango, both finalists for the 2011 North American Truck of the Year. As well as the much anticipated all-new 2011 Dodge Charger and the next generation of "The Most Award Winning Car Ever" the 2011 Chrysler 300.

For the first time in 27 years, Fiat is returning to the North American market and the Denver Auto Show with the debut of the all-new 2012 Fiat 500. The Fiat 500 offers safety, class-leading fuel economy, quality and advanced technology perfectly balanced with iconic Italian style at an affordable price.

#### **ABOUT CHRYSLER GROUP LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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