

## **Sterling McCall FIAT Opens in Houston**

August 24, 2011, Houston - Chrysler Group LLC announced today the opening of Sterling McCall FIAT in Houston, Texas.

Sterling McCall FIAT joins more than 100 open FIAT Studios across the United States. This newest FIAT Studio, at 10505 Southwest Freeway, is the 10th FIAT Studio to open in the state of Texas this year. Sterling McCall FIAT is a Group 1 Automotive Inc. dealership.

"We welcome Sterling McCall FIAT and Group 1 Automotive to our fast-growing family of FIAT Studios in the United States," said Laura Soave, Head of FIAT Brand North America. "The state of Texas is a key market for the continued growth of the FIAT brand. Adding a Group 1 Automotive-owned FIAT Studio to our network further strengthens our representation in Texas."

Group 1 Automotive, based in Houston, has 105 automotive dealerships across the country and in the United Kingdom. Group 1 transformed an existing building that housed a used-car operation into a new FIAT Studio during a months-long renovation. Sterling McCall FIAT is located along a bustling corridor of automotive dealerships in southwest Houston.

"We are delighted to add the Fiat franchise to our successful group of dealerships along the Southwest Freeway in Houston," said Earl J. Hesterberg, President and CEO of Group 1 Automotive. "We look forward to reintroducing the FIAT brand and see it is a natural complement to our product strategy. The Fiat models will provide a compelling small car alternative for our customers seeking fresh designs and fuel efficiency."

### **About the 2012 Fiat 500**

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Every 2012 Fiat 500 includes FIAT FORWARD CARE™ – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat 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 Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. 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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