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## **Chrysler Group Named Company of the Year at 16th Annual Urban Wheels Awards**

- Company honored for demonstrating a commitment to diversity workforce development
- Recognition expands Company's industry-leading record of fostering diversity and an inclusive work culture

January 7, 2012, Auburn Hills, Mich. - A panel of 15 journalists representing multicultural and mainstream media chose Chrysler Group as "Company of the Year" for its leadership in promoting diversity in the area of workforce development. The award was announced as part of the 16th Annual Urban Wheels Awards show held on Sunday, January 8 in Detroit, Mich.

The Annual Urban Wheel Awards is the nation's only award show bringing together celebrities, automotive executives, international media, government representatives and the multicultural community to celebrate diversity in the automotive industry. The awards program is also recognized as the official multicultural event of the North American International Auto Show by the auto show's Executive Committee. Nearly 2,000 people attended this year's awards show.

"It is an honor to accept this recognition of our accomplishments as a leader in promoting diversity, in particular our efforts in the area of diversity workforce development," said Georgette Borrego Dulworth, Director – Talent Acquisition and Diversity, Chrysler Group LLC, who accepted the award for the Company. "Chrysler Group aspires to be considered a diversity leader not just among automotive companies, but among all companies. This important recognition will inspire us to continue our passionate pursuit of diversity and nurturing a high-powered work culture that is inclusive of all. To Chrysler Group, developing a diverse workforce is a fundamental part of our formula for success and a strategic imperative in today's multicultural marketplace."

"On behalf of the Urban Wheel Awards panel of judges, the Emerging Diversity Education Fund, and Decisive Media, we are delighted to recognize Chrysler Group for its leadership in diversity workforce development," said Randi Payton, President of Decisive Media. "Chrysler Group has maintained an impressive record of leading the industry through its diversity initiatives and it continues to expand on that rich history through its internal leadership's commitment. We salute Chrysler Group, its leaders and employees on this great honor."

### **About Chrysler Group's Leadership Commitment to Diversity and Inclusion**

Recognized as a leader in promoting diversity throughout its enterprise, Chrysler Group was named one of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 12 times, and has been recognized six times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity and inclusion. Chrysler Group has been named to *HispanicBusiness* magazine's annual Diversity Elite 60 list for implementing strategies to reach more Hispanic customers and to pursue more business with minority- and Hispanic-owned suppliers.

In March 2011, the editors of *DiversityInc* magazine named Chrysler Group to the magazine's 2011 list of "Top 50 Companies for Diversity." This coveted annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders. This was the fifth year since the list was established in 2001 that Chrysler has been included. In April 2011, Chrysler Group was named among nation's "Top Supporters" of Engineering Programs of Historically Black Colleges and Universities, recognizing the Company's efforts to develop, recruit and hire talented students pursuing technical careers at the nation's minority-serving institutions.

Over the years, a long line of Chrysler Group employees have received important professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in STEM and others, reflecting the Company's strong commitment to developing its diverse workforce.

**About the Urban Wheels Awards**

The Urban Wheel Awards promote awareness of inclusiveness and honors companies and individuals who have made progress toward embracing this reality. Proceeds from the event support the Emerging Diversity Education Fund, which provides internships, scholarship and mentoring to students pursuing careers in the auto industry, communications, and Green jobs. For more information, visit [www.urbanwheelawards.com](http://www.urbanwheelawards.com).

**About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat 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 and Town & Country, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. 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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