

Chrysler Mid-Atlantic Business Center and its Dealers Unite With Toys for Tots to Bring Good Cheer to Families This Holiday Season

- Each minivan and Dodge Journey sold generates donation for children

November 11, 2012, Elkridge, Maryland - Chrysler Group LLC's Mid-Atlantic Business Center (MABC) and more than 250 of its dealers are joining forces with the Marine Toys for Tots Foundation to make this holiday season happier for many families.

"We value our strong connection to the local community, so this is a heartfelt way for us to give back to the people who support us year round," said Carlos Jimenez, Director, Chrysler Group LLC's Mid-Atlantic Business Center. "Toys for Tots is the perfect charity partner for us, and the dealer distribution network is a great way for us to put smiles on the faces of children who are less fortunate."

As part of the program, the MABC is offering a \$4,000 incentive on 2012 Dodge Journeys, a \$2,750 incentive on 2013 Chrysler Town & Country minivans and a \$1,750 incentive on 2013 Dodge Grand Caravans. The MABC will donate \$100 to the Marine Toys for Tots Foundation for each Dodge Journey, Chrysler Town & Country and Dodge Grand Caravan sold throughout Chrysler's Mid-Atlantic region, which covers Delaware, Maryland, Pennsylvania, southern New Jersey, Virginia and West Virginia. Dealers in the region are encouraged to match the \$100 donation and serve as a drop-off point for toys.

The Mid-Atlantic Business Center and its dealers are ready to raise thousands of dollars for Toys for Tots this holiday season. The campaign will be in full swing at local Chrysler and Dodge dealerships throughout the Mid-Atlantic region between November 12 and December 26.

"Finding a present under the tree on Christmas morning is an experience every child deserves," said retired Marine Major Bill Grein, Vice President of the Marine Toys for Tots Foundation. "The Chrysler Mid-Atlantic Business Center and its dealers have certainly done more than their fair share to help us bring that joy to children whose families have suffered so much. Last year with the toys their dealerships collected and the funds they raised, we were able to fulfill the Christmas dreams of nearly 20,000 less fortunate children who otherwise might have been overlooked."

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, all-new Dodge Dart, 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.

About The Marine Toys for Tots Foundation

Toys for Tots, a 65-year national charitable program run by the U.S. Marine Corps Reserve, provides happiness and hope to economically disadvantaged children during each Christmas holiday season. The toys, books and other gifts collected and distributed by the Marines offers these children recognition, confidence and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Last year the Marine Corps fulfilled the holiday hopes and dreams of 7.2 million less fortunate children in

over 728 communities nationwide. For more information, visit www.toysfortots.org.

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