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Jeep® Brand Donates \$50,000 to Organizations Supporting Veterans and Their Families

- Donations made in conjunction with Jeep® brand sponsorship of Newsweek & The Daily Beast's First Annual Hero Summit
- \$10,000 each given to five charities named as Hero Summit Solution Partners

November 19, 2012, Auburn Hills, Mich. - The Jeep® brand, with roots dating back to 1941, continues its support of the men and women who serve our country with donations of \$50,000 to organizations supporting U.S. military veterans and their families.

The donations were made in conjunction with the Jeep brand's sponsorship of Newsweek & The Daily Beast's first annual Hero Summit held Nov. 14 and 15 in Washington, D.C. The Hero Summit, an exploration of character and courage, was a gathering of a broad representation of leaders who examined the essential elements of moral, political, intellectual and physical courage, resilience, and selflessness. The summit encouraged attendees and sponsors to support Hero Summit Solution Partners that provide services for military service men, women and their families.

The Jeep brand donated \$10,000 each to the following charities:

- **The Mission Continues**, which awards community service fellowships to post-9/11 veterans, empowering them to transform their own lives by serving others and directly impacting their communities. (<http://missioncontinues.org/>)
- **Congressional Medal of Honor Foundation**, which perpetuates the Medal's legacy through its flagship Character Development Program, helping students to explore the values embodied in the Medal and how they can be exemplified in daily life. (<http://www.cmohfoundation.org/>)
- **Intrepid Fallen Heroes Fund**, an organization supporting U.S. military personnel suffering traumatic brain injury and post-traumatic stress, and their families. (<http://www.fallenheroesfund.org/>)
- **Student Veterans of America**, which provides military veterans with the resources, support, and advocacy needed to succeed in higher education and following graduation. (<http://www.studentveterans.org/>)
- **Team Rubicon**, who unites the skills and experiences of military veterans with medical professionals to rapidly deploy emergency response teams into crisis situations. (<http://teamrubiconusa.org/>)

"A company that stands for values can create value," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "For Jeep, heroism is a brand attribute. Jeep not only shares its bond with the military and this nation's values, it is also true to who we are as a corporation. We believe that corporate leaders must be guided by the same beacons that define the virtues of a hero."

The Jeep brand's roots stem back to 1941 when vehicles made their debut for military duty. Since then, Jeep has been actively involved in supporting and honoring past and present U.S. military troops.

“Given the Jeep brand’s deep ties to the U.S. military, partnering with the Hero Summit to benefit our veterans makes perfect sense and is the right thing to do,” said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. “Jeep has had a significant presence within the U.S. military from our beginning more than 70 years ago, and we are always very proud and honored to support those who continue to keep our nation’s freedom.”

Speakers at the Hero Summit included: Admiral William McRaven, Congressional Medal of Honor Recipient Alfred Rascon, former Secretary of State Madeleine K. Albright, editor-in-chief of Newsweek & The Daily Beast Tina Brown, U2 frontman and social activist Bono, chess grandmaster and political activist Garry Kasparov, screenwriter Aaron Sorkin, philosopher Bernard Henri-Levy, veteran entrepreneur Zach Iscol, and others. As one of the speakers, Francois spoke about how investing in heroes who fight for peace should become part of a corporation’s long-term business plans.

About the Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America - and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

About Newsweek & The Daily Beast’s Hero Summit

Newsweek & The Daily Beast’s Hero Summit was a powerful event that explored and celebrated America’s deep tradition of service and the profound contributions men and women in uniform make both on and off the battlefield. The Summit was about moral and physical courage under fire, how to win with honor and celebrate those who do. It mixed profiles in courage from the military, with historians and writers who have made this their subject. The Summit included panels on the skills veterans learn while serving, and how that can be harnessed to fuel the economic rebirth of America.

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