

Contact: Ralph Kisiel

Chrysler Group LLC to Donate \$100 to United Way for Every Vehicle Sold in Detroit Metropolitan Area during December

December 3, 2012, Auburn Hills, Mich. - Chrysler Group LLC announced today that it will donate \$100 to United Way for every Chrysler, Jeep®, Dodge, Ram Truck and FIAT brand vehicle sold in the Detroit metropolitan area during the month of December.

There are 42 Chrysler Group dealerships in the Detroit metro area that are participating in this unique program.

"December is a time of giving and at Chrysler Group we are fortunate to be in a position to give back to the community that stood with us during our difficult times," said Reid Bigland, President and CEO – Dodge Brand and Head of U.S. Sales. "Even though the Detroit auto industry is doing well again, that success is not universally shared with all of our citizens and by giving to United Way we can help those less fortunate get back on their feet again."

In December a year ago, Chrysler Group dealerships sold 5,203 vehicles in the Detroit metro area during the Company's best sales month of the year. Chrysler Group is anticipating another big sales month this December having launched its popular "Big Finish 2012" event last month. The Big Finish promotion continues through the end of December.

This special contribution runs concurrent with United Way's annual community giving campaign that was launched in September with a \$35 million fundraising goal for the organization. Chrysler Group LLC Chairman and CEO Sergio Marchionne, who serves as United Way for Southeastern Michigan's Campaign Chair, helped kick-off the annual campaign Sept. 14 with a symbolic torch lighting ceremony on Detroit's Hart Plaza.

"We are very excited and honored to take part in this unique, year-end promotional opportunity with Chrysler to benefit United Way," said Michael J. Brennan, President and CEO, United Way for Southeastern Michigan. "Chrysler employees are continuously demonstrating the type of leadership and collaboration it takes to strengthen our community. This extra support will allow United Way to feed more families, provide more children with access to books and connect more families to the services they need for an improved quality of life."

With Marchionne as this year's United Way campaign chairman, food has been a major focus of Chrysler's community efforts. Under his leadership, the Company teamed up with United Way for Southeastern Michigan and the UAW to host a series of "Food, Friends and Fun" block parties to raise awareness for an underutilized free, summer meals program. As a result, nearly 150,000 meals were served to children at summer food sites – double the number served the previous year. Additionally, employees participated in a variety of initiatives, including volunteering at local food pantries, and donating more than 16 tons of food to local food banks.

About United Way for Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. Additional information is available at www.liveunitedsem.org.

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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