

Contact: Dan Reid
Stellantis

Gabrielle Schulte
Chrysler Group LLC
(248) 512-6233 (office)
(248) 821-9798 (cell)
gabrielle.schulte@chrysler.com

Chrysler Group LLC Announces 'Autorama High School Design Competition 2013' to Benefit United Way for Southeastern Michigan

- Product Design Office of Chrysler Group LLC to lead new effort to further showcase the automotive spirit of the Motor City
- Competition sponsors include College for Creative Studies (Detroit) and legendary hot rod show, the Detroit Autorama and United Way for Southeastern Michigan
- Student entries must be submitted by 5 p.m. (EST) Friday, Feb. 8 to the school's designated teacher or counselor

January 2, 2013, Auburn Hills, Mich. - Chrysler Group LLC today announced details of the "Autorama High School Design Competition 2013."

The competition gives all high school students currently attending a Detroit Public School the opportunity to explore their creative side and design a future luxury Chrysler brand vehicle they envision for the year 2030. Managed by the Chrysler Group Product Design Office in Auburn Hills, Mich., student entrants are encouraged to draw inspiration from Detroit's history and passion for the automobile, while reflecting upon the Chrysler Group's popular "Imported from Detroit" marketing campaign.

"This year our product design team has been looking at creative ways to further support United Way for Southeastern Michigan as part of our overall corporate initiatives to help improve lives for people and communities in need," said Ralph Gilles, Senior Vice President – Product Design, Chrysler Group LLC. "With additional help from the College for Creative Studies and one of the best custom car shows in the world—our own Detroit Autorama—we'll hopefully inspire some new and aspiring automotive designers right here in our own backyard."

Gilles earned a Bachelor of Fine Arts degree in Industrial Design from the College for Creative Studies (CCS) and currently serves on the CCS Board of Trustees and Capital Committee.

Student submissions must be hand drawn on a single sheet of 14" x 16" paper with the use of pencil, markers or paint and include the student's name, school, grade level and contact information.

Students have until 5 p.m. (EST) Friday, Feb. 8 to submit their drawing to their designated teacher or counselor at their school.

The judging panel will include designers from the Chrysler Group Product Design Office, along with faculty from CCS and Detroit Autorama.

"Transportation Design is an important program to CCS's educational environment and to the life of the auto industry as a whole," said Mark West, Paul and Helen Farago Chair of Transportation Design at College for Creative Studies. "Initiatives like the 'Autorama High School Design Competition' help us sustain the growth of the program. An important feat, in part, because our program supplies more automotive designers to the industry than any other school in the world."

Finalists will be notified on Feb. 22. Winners will be announced at the special award presentation event on Mar. 8 at

Cobo Hall in Detroit to help kick off the 61st annual Detroit Autorama.

Competition winners will receive the following prizes:

- Freshman-junior class finalists:
 - First place receives an iPad, summer automotive design course at CCS and three passes to Detroit Autorama
 - Second place receives a summer automotive design course at CCS and three passes to Detroit Autorama
- Senior class finalists:
 - First place receives an iPad, summer automotive design course at CCS or \$5,000 scholarship to CCS (if accepted), three passes to Detroit Autorama and a tour of Chrysler Group's Product Design Office in Auburn Hills, Mich.
 - Second place receives a summer automotive design course at CCS, three passes to Detroit Autorama and a tour of Chrysler Group's Product Design Office

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.

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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 College for Creative Studies

College for Creative Studies (CCS) is an integrated learning community located in Detroit. A private, fully accredited college, CCS enrolls 1,400 students pursuing Master of Fine Arts and Bachelor of Fine Arts degrees. CCS also offers visual art opportunities for learners of all ages through its Community Arts Partnerships and Continuing Education programs. For more information, visit www.collegeforcreativestudies.edu/about.

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