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Chrysler Group Teams with Local Charities to Deliver Holiday Entertainment

900 tickets for Little Caesars Pizza Bowl to be distributed in time for the holidays

December 18, 2012, Auburn Hills, Mich. - As a sponsor of the 2012 Little Caesars Pizza Bowl where Central Michigan University will take on Western Kentucky at Ford Field on Wed., December 26, Chrysler Group has donated 900 tickets to various nonprofit organizations in Detroit. By teaming with five local organizations, including the Boys & Girls Clubs of Southeastern Michigan, Detroit Urban League, New Detroit, Latin Americans for Social and Economic Development, Inc. (LA SED) and Orchards Children's Services, Chrysler Group will distribute the complimentary bowl tickets in time for the holiday season as a part of its continued commitment to Detroit and its residents.

Youth and families from Boys and Girls Club branches throughout Southeastern Michigan will use their tickets for an afternoon of family fun. The Detroit Urban League will use the ticket donation from Chrysler as a year-end reward for high school students and staff in their "College Club" program. New Detroit will give their tickets to kids in their youth-based organizations that are committed to helping the community. Through LA SED, tickets will be given to families who have applied to the Operation Joy program and Orchards Children's Services will distribute its tickets to foster families, adoptive parents, and at-risk families to enjoy the unique sporting event with family.

"Chrysler Group is committed to the revitalization of Detroit and takes tremendous pride in partnering with local organizations such as the Boys and Girls Clubs of America and LA SED as well as our sponsorship of the Little Caesars Pizza Bowl," said Fred Diaz, President and CEO – Ram Truck Brand and Chrysler de Mexico. "These relationships provide us with a great opportunity to uplift spirits, promote holiday goodwill and offer family entertainment for Detroit's youth and community members."

Fans attending the Little Caesar's Pizza Bowl at Ford Field can check out the all-new Ram 1500 with 3.6-liter Pentastar® V6 engine built with the first 8-speed transmission and rotary shifter found in a pickup truck. Equipped with the two-wheel drivetrain, the 2013 Ram 1500 achieves EPA-rated 25 highway miles to the gallon, returning 20-percent better fuel economy. Knowledgeable product specialists will be on hand to answer questions and those who register onsite to receive more information about Ram Truck brand products will be automatically entered into the Chrysler Group National Giveaway for a chance to win \$45,000 towards any eligible Chrysler Group vehicle. A winner will be drawn in January 2013. Visit www.ramtrucks.com for product information.

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 Boys & Girls Clubs of Southeastern Michigan

Established in 1926, Boys & Girls Clubs of Southeastern Michigan is a nonprofit youth development organization that serves 20,000+ youth at 11 Clubs located in Wayne, Oakland, Macomb and Washtenaw counties. For more information visit www.bgscsm.org.

About Detroit Urban League

Since 1916, the Detroit Urban League, also known as the Urban League of Detroit & Southeastern Michigan community-based organization, has been continuously serving youth, adults and families. For more information visit www.DetroitUrbanLeague.org.

About New Detroit

Since 1967, New Detroit, Inc. has been a unique and valuable arena where leaders of Detroit's business, civic, grassroots, and religious communities have come together to plan cooperative strategies and to demonstrate their commitment to the city and its environments. For more information visit: www.newdetroit.org.

About Latin Americans for Social and Economic Development, Inc. (LA SED)

Since 1969, the nonprofit agency has been serving Hispanics and residents of Southwest Detroit, assisting people of all ages with a variety of bilingual services and programs from general to specific needs that affect the diverse ethnic groups living in the community. For more information visit: www.LaSedInc.org.

About Orchards Children's Services

For over 50 years, Orchards Children's Services has been a beacon of hope for children and families, protecting and nurturing children and youth by providing shelter, sustenance, as well as life and educational skills and opportunities. For more information visit: www.Orchards.org.

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