

Contact: Ralph Kisiel

## **Metro Detroit Chrysler Group Dealers 'Move the Metal' to Raise \$514,300 to Support United Way for Southeastern Michigan**

February 18, 2013, Auburn Hills, Mich. - Chrysler Group LLC announced today that it has donated \$514,300 to United Way for Southeastern Michigan based on the sale of 5,143 vehicles by Detroit-area Chrysler Group dealers during the month of December.

The Company donated \$100 for every Chrysler, Jeep®, Dodge, Ram and FIAT vehicle sold by 42 Detroit metro dealerships that participated in this unique program.

"Chrysler Group and our Detroit metro area dealers are delighted that we are able to support United Way in giving back to our communities," said Scott Garberding, Chrysler Group LLC Campaign Co-Chair and Senior Vice President of Manufacturing/World Class Manufacturing. "December was our second-best sales month of 2012 and our best December sales in five years, so the timing of this unique program was perfect."

The sales promotion was part of the Company's efforts to support United Way's annual community giving campaign. Chrysler Group Chairman and CEO Sergio Marchionne, who also serves as United Way for Southeastern Michigan's Campaign Chair, kicked-off the campaign in September with a symbolic torch lighting ceremony on Detroit's Hart Plaza to announce a \$35 million fundraising goal for the organization.

"We are honored to be the recipient of the more than \$500,000 raised by Chrysler in its year-end promotional program," said Michael J. Brennan, President and CEO of United Way for Southeastern Michigan. "This special contribution will enable United Way to connect more families in our community with the basic services they need to improve their lives. My thanks to Chrysler and its employees, who are consistently-generous supporters of United Way and its many programs."

### **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 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](http://www.LiveUnitedSEM.org).

-##-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>