Contact: Dianna Gutierrez
Stellantis

Amanda Makoujy
Coyne Public Relations
(973) 588-2000 (office)
(973) 907-3288 (cell)
amakoujy@coynepr.com

Chrysler Group LLC Names a Grand Prize Winner in the 2012 National Giveaway

Winner receives $45,000 credit toward the purchase of a brand new vehicle

February 21, 2013, Auburn Hills, Mich. - Chrysler Group LLC recently concluded its 2012 National Sweepstakes announcing Cheryl Powers from Cleveland as the winner of a $45,000 credit to be used toward the purchase of any Chrysler, Jeep®, Dodge, Ram or FIAT brand vehicle. The winner was chosen randomly from among 800,000 people who entered the sweepstakes.

From Jan. 20 through Dec. 31, 2012, entries were collected through a number of brand initiatives, such as the Chrysler brand's "Drive for the Kids™" and the Dodge brand's "Booster Club" fundraising events that allow communities to team with Chrysler Group and take a test drive to raise funds for student enrichment. Powers had visited and registered at a Ram Truck brand "Ram Cave" display during the Sturgis Motorcyle Rally event, which was held in August 2012. Entry opportunities were also offered at various Chrysler Group events across the United States, including the Jeep brand's Camp Jeep test track exhibits at concerts and auto shows, rodeo shows in the Ram Truck brand Ram Rodeo Series and multiple stops along the Chrysler brand mobile test drive tour.

"Chrysler Group has participated in more than 2,000 experiential events in 2012," said George Neill, Head of Marketing Strategy and Operations, Chrysler Group LLC. "We are excited to reward our winner with $45,000 toward the purchase of one of our vehicles. We are committed to serving the communities in which we do business and look to continue to strengthen our bonds with consumers in 2013."

A random drawing was conducted on Jan. 14, 2013. As the grand-prize winner, Powers will select a vehicle of her choice from a wide array of eligible vehicles, including the Chrysler 300, Ram 1500, and all-new Dodge Dart from her local dealership.

In 2013, the Chrysler Group National Giveaway will be offered once again, giving eligible entrants another opportunity to win $45,000 toward the purchase of a new Chrysler Group vehicle. There is no purchase necessary to enter or win. For the official sweepstakes rules and details on how to enter, please visit www.Chrysler-Enter-To-Win.com/. The 2013 sweepstakes ends Dec. 31, 2013. For the latest product and brand news visit www.ChryslerGroupLLC.com.

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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