

Chrysler Group LLC and its Metro Detroit Dealers Pitch in Again to Support United Way for Southeastern Michigan

March 3, 2013, Auburn Hills, Mich. - Chrysler Group LLC announced today that its unique fundraising initiative for United Way for Southeastern Michigan was so successful in December that the Company and its Detroit metro dealerships will repeat it again this month.

Chrysler Group and its 42 Detroit metro dealers raised \$514,300 for United Way by donating \$100 for every Chrysler, Jeep®, Dodge, Ram and FIAT vehicle sold during the month of December.

This time Chrysler Group and its dealerships will set aside \$100 per vehicle sold during the month of March with the ultimate goal of reaching a combined December and March donation of \$1 million.

“Chrysler Group and our Detroit area dealers are proud of the accomplishment we achieved in December, but neither of us wanted to stop there,” said Scott Garberding, Chrysler Group LLC Campaign Co-Chair and Senior Vice President of Manufacturing/World Class Manufacturing. “We are eager to collectively help others in the community by raising additional funds for United Way. March typically is a strong month for Chrysler Group sales, so we are confident that this extended fundraiser will hit the new mark that we have set.”

This sales promotion is 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.

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.

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