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Chrysler Group Brings Passion for Health and Wellness to Promote Healthier and More Sustainable Multicultural Communities; Asks: How 'Fit' Is Your Community?

- Company to create an interactive health pavilion experience at the National Association of Black Journalists annual convention
- Pavilion will feature health, nutrition, and exercise education programs in an engaging demonstration of best practices in health and wellness
- Pavilion will bring passion for health and wellness beyond corporate walls to raise awareness about health disparities in multicultural communities

July 28, 2013, Auburn Hills, Mich. - Chrysler Group LLC and the National Association of Black Journalists (NABJ) will host an interactive health and wellness pavilion at the association's national convention in Kissimmee, Fla., August 1-3, 2013. More than 1,500 journalists are expected to attend the convention.

The purpose of the pavilion is to raise awareness to the need for better health and wellness education in multicultural communities in order to address health disparities faced by these communities. The goal is to raise awareness of achievable best practices among journalists who are often key influencers in these communities.

In order to help bring the pavilion to life, Chrysler Group has teamed up with its health plan partners, recognized health and wellness leaders and advocates, to bring their tremendous expertise to this engaging and interactive experience, which will touch many key areas of health and wellness, including exercise, food and nutrition, health awareness and education, and health screenings.

"Chrysler Group is thrilled to be furthering health and wellness education and awareness in the African American community," said Kathleen Neal, Director – Integrated Health & Disability, Chrysler Group LLC. "Many communities face serious challenges to their health and sustainability. This creative collaboration with our health plan partners will create an engaging demonstration of health and wellness best practices we hope will make a meaningful impression on journalists attending the conference and, by extension, the larger African American community."

Chrysler Group has a solid history of recognition in the health communities as a leader in healthy and sustainable lifestyles of its employees and their families. The National Business Group on Health has recognized Chrysler Group as one of the nation's leading corporations providing comprehensive programs that support a healthy workplace and promote healthy lifestyles for employees and their families.

Chrysler Group's culture of health is a key part of the Company's high-performance work culture and is tied to its leadership principles, particularly promoting each team member's commitment to achieving best in class performance. Chrysler Group's goal is to support workplace policies and a work environment that inspire totally engaged employees who are healthy at work and at home, actively manage their health status and are sustainable, healthy contributors to the Company's success.

The health pavilion concept is part of a larger program launched by Chrysler Group in 2013 to share its experiences and values on health and wellness with the larger community. The first phase of the initiative included a 30-day Wellness Challenge where the members of the NABJ Detroit and Chicago chapters battled against one another in a wellness competition in order to earn scholarship dollar to support aspiring journalists. Collectively, the chapters walked more than 30-million steps and earned \$7,000 for their scholarship funds.

Chrysler Group in 2013 is pursuing similar initiatives with the National Association of Hispanic Journalists.

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About the National Association of Black Journalists

NABJ is an organization of journalists, students and media-related professionals that provides quality programs and services to and advocates on behalf of black journalists worldwide. Founded by 44 men and women on December 12, 1975, in Washington, D.C., NABJ is the largest organization of journalists of color in the nation. Many of NABJ's members also belong to one of the professional and student chapters that serve black journalists nationwide.

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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