

Chrysler Brand's "America's Import" Commercial Featuring Bob Dylan Claims #1 Automotive Spot in 2014 Annual YouTube Ad Blitz Poll

- Automaker claims top automotive spot for 4th consecutive year in the YouTube Ad Blitz
- Commercial takes #3 spot overall in annual contest measuring the big game's most popular ads as rated by viewers
- Chrysler brand commercial features iconic American singer/songwriter Bob Dylan, who narrates apologue that celebrates "America's Import"

February 15, 2014, February 15, 2014 - For the fourth consecutive year, one of the Chrysler Group's commercials debuting during the Super Bowl ranked as the #1 automotive commercial by viewers in the 2014 annual YouTube Ad Blitz contest. The Chrysler brand's two-minute "America's Import," featuring legendary American musician/singer/songwriter Bob Dylan – who in a collaborative first for the artist – not only appeared in the commercial and provided one of his tracks, "Things Have Changed," but also narrated the apologue that celebrates "America's Import." In the commercial, Dylan echoes an honest, pure and poetic oration of America's can-do spirit, admiring, and celebrating the role the automobile and those who make it have played in its history. The commercial secured the #3 commercial spot overall in the contest. The spot, with all results, can be viewed at <http://www.youtube.com/user/adblitz>.

"The annual YouTube Ad Blitz poll is a key indicator of impact of the Super Bowl commercials, and we are proud to hold the top auto position now for the fourth consecutive year," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "This year's 2-minute commercial entitled 'America's Import' struck a chord with millions of viewers as it introduced our latest innovation, the all-new Chrysler 200 coming to market this spring."

The commercial features gritty, industrial imagery from Detroit, providing glimpses of the men and women from past and present committed to building world class automobiles – including footage at Chrysler Group's renovated Sterling Heights Assembly Plant (SHAP) – interspersed with bold American imagery covering the nation's most iconic paved roads, beaches, diners and other well-known personalities including Dylan himself (past and present), James Dean, Julius Erving and Marilyn Monroe. The spot also features footage of Dylan filmed in the greater Los Angeles area, in the new Chrysler 200, and in iconic surroundings suggested by the songwriter, including the Bradbury Building (the city's oldest landmarked building).

This marks the fourth consecutive year that one of the Chrysler Group's commercials running during Super Bowl has landed in the top automotive spot. Previous winners include Chrysler brand's "Born of Fire" with Eminem (2011), "Halftime in America" with Clint Eastwood (2012), and the Ram brand's "Farmer" (2013) featuring the voice of legendary radio broadcaster Paul Harvey.

YouTube Ad Blitz is the premier destination to watch, vote for and share every "must see" commercial from the big game. Winners of the Ad Blitz represent the most popular commercials from the game that viewers choose to watch and vote for on YouTube.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology all at an extraordinary value since the company was founded in 1926.

Whether it is the groundbreaking, bold design of the Chrysler 300 or the family room on wheels functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of

accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country and the fuel-saving Fuel Saver Technology in the Chrysler 300.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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, SRT, FIAT and Mopar 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 Grand Cherokee, Dodge Dart, Ram 1500, SRT Viper 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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