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Chrysler Group's Windsor Assembly Receives Silver Designation; First Chrysler Group Plant to Achieve the World Class Manufacturing Milestone in North America

- Ranking rewards improvements in safety, quality and productivity
- WCM implementation saves Company more than $1 billion since June 2009

March 28, 2014, Auburn Hills, Mich. - Chrysler Group LLC's Windsor (Ont.) Assembly Plant has been awarded silver status for its results in implementing World Class Manufacturing (WCM), the highest ranking of any of the Company's North American manufacturing facilities.

The plant received the silver designation just over four years after adopting the WCM operating system following a three-day audit March 26-28, 2014. Silver is awarded after earning a minimum of 60 points in 10 technical and 10 managerial pillars by demonstrating clear WCM know-how and competence through employee-conducted pillar presentations and a review of projects that have been expanded across the shop floor.

"Accomplishing silver is a significant achievement as it demonstrates a deeper understanding of the WCM methodology," said Mauro Pino, Vice President and Head of Manufacturing/WCM, Chrysler Group LLC. "We couldn't be more proud of our Windsor employees who embraced the opportunity to lead the way for our other facilities.

"Together with our Unifor partners, the Windsor plant is showing its commitment to making our manufacturing facilities among the best in the world," said Pino.

World Class Manufacturing is a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way. WCM engages the workforce to provide and implement suggestions on how to improve their jobs and their plants.

WCM was first implemented by Fiat in 2006 and introduced to Chrysler Group as part of the alliance between the two companies in June 2009. Since that time, the Company has saved more than $1 billion in controllable manufacturing costs as a result of the implementation of WCM.

During an audit, zero to five points are awarded for each of the 10 technical pillars, which include safety, workplace organization, logistics and the environment, and for each of the 10 managerial pillars such as management commitment, clarity of objectives, allocation of people, motivation of operators and commitment of the organization. A score of 100 would indicate World Class.

Two WCM certified auditors from Fiat – the Head of WCM and the Head of Manufacturing Planning Control for Europe, the Middle East and Africa – performed the audits. One of the auditors previously served as the Plant Manager of Fiat's gold Bielsko-Biala plant in Poland.

Windsor earned its first WCM award level, a bronze designation, in April 2012. Three other facilities currently hold bronze status – Dundee Engine Plant (Mich.), Toledo Assembly Complex (Ohio) and Saltillo Truck Assembly Plant (Mex.).

The Windsor Assembly Plant, built in 1928, is home to the award-winning Chrysler Town & Country and Dodge Grand Caravan minivans. The plant runs three shifts with nearly 4,700 employees. In 2013, the plant celebrated 30 years of minivan leadership.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or

distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

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