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## Chrysler Group LLC Drives the 2014 Denver Auto Show

Exhibit to Feature All-new 2015 Chrysler 200, Ram 1500 EcoDiesel, Interactive Test Tracks and More

- With 2014 sales up 27 percent in Colorado, the Jeep brand celebrates with the return of Camp Jeep® Denver featuring its new articulated obstacle, the "Trail Rated Pass"
- All-new 2015 Chrysler 200 mid-size sedan makes Colorado debut
- Colorado's fastest growing truck brand, Ram Trucks displays the award-winning 2014 Ram 1500 EcoDiesel with best-in-class 28 mpg fuel economy, 2014 Ram ProMaster and 2014 Ram 2500 6.4-liter HEMI® V-8
- The SRT (Street and Racing Technology) brand shows off its flagship performance machine - the 640-horsepower 2014 SRT Viper GTS
- The 2014 Fiat 500L featured in the new 'Mirage' global advertising campaign (<http://www.youtube.com/watch?v=XBtV0mhnw-k>) showcases its roominess at the Denver Auto Show
- The Chrysler Drive outdoor test track features all-new 2014 Jeep Cherokee, plus other popular vehicles from Chrysler, Jeep, Dodge, Ram and FIAT
- Show attendees can enter the 2014 Chrysler Group National Giveaway for a chance to win \$45,000 towards any eligible Chrysler Group vehicle

April 7, 2014, Denver - The Chrysler Group LLC rolls into the 2014 Denver Auto Show (April 9-13) with the local debut of the all-new 2015 Chrysler 200 sedan, interactive test tracks both inside and outside the Colorado Convention Center, and exciting new vehicles to experience from the Chrysler, Jeep®, Dodge, Ram, SRT and Fiat brands.

Showcasing the all-new 2014 Jeep® Cherokee and Colorado's No.1 selling full-size SUV the Jeep Grand Cherokee, Camp Jeep Denver returns with 25,000-square-feet of off-road obstacles inside the Colorado Convention Center. For consumers looking to get behind the wheel, The Chrysler Drive outdoor test track is available with a broad line-up of vehicles from Chrysler, Jeep, Dodge, Ram and Fiat.. Additionally, visitors to any of the interactive Chrysler Group experiences can enter the 2014 National Giveaway for a chance to win \$45,000 toward the purchase of any eligible Chrysler Group vehicle.

"The Chrysler Group offers brands that uniquely answer the demands of life in the Rocky Mountains," said Jeff Hines, Director of the Denver Business Center, Chrysler Group LLC. "The Denver Auto Show gives us the chance to continue that momentum with hot new models including the Chrysler 200 and the Ram Eco-Diesel and dynamic driving experiences for consumers to put our vehicles to the test."

### All-new 2015 Chrysler 200

Exquisite style meets exceptional performance in the all-new 2015 Chrysler 200. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful and beautifully crafted interior providing an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an all-new chassis. With highway fuel economy up to 36 miles per gallon; the most available safety and security features in the

segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own and at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

### **2014 Dodge Challenger R/T Shaker Model**

Dodge will make a splash in Denver with the designed for enthusiasts 2014 Dodge Challenger R/T Shaker model. The new 2014 Challenger R/T Shaker features unique throw-back muscle car cues that link directly to the Dodge brand's performance legacy. And like the historic 1970 Challenger R/T with the Shaker hood, the new 2014 model continues the Dodge tradition of an engine-mounted hood scoop that "shakes" with the legendary 5.7-liter HEMI V-8 movement.

### **Ram Trucks**

Among the many Ram trucks on display will be the 28 mpg 2014 Ram 1500 EcoDiesel, named Motor Trend "Truck of the Year." For those who need even bigger trucks, the 2014 Ram 2500 with an all-new 6.4-liter HEMI V-8 will be on the show floor along with the Ram ProMaster -- the latest entry into the full-size cargo van segment from the Ram Truck brand.

### **Camp Jeep Denver**

The perennial show favorite, Camp Jeep, is back. Show attendees can experience the ultimate indoor off-road driving test, with the Trail Rated Pass, an all new track element showcasing the vehicle's articulation and wheel travel. The 25,000-square foot exhibit replicates extreme off-road conditions to showcase the robust Trail Rated capabilities of the Jeep family of vehicles, including the 2014 Jeep Cherokee, *Autobyte.com's* "SUV of the Year" without leaving the showroom floor. Denver consumers will have a first-hand look at the capability standards of Jeep vehicles for ground clearance, traction, stability, articulation and suspension.

### **The Chrysler Drive**

The Chrysler Drive experience provides an entertaining atmosphere and opportunity for anyone looking to feel the plush leather and get behind the wheel of a wide range of Chrysler Group vehicles and drive the local streets of Denver. Auto show attendees who register for the 10-minute test-drive will get the chance to drive and evaluate the latest models across the Chrysler, Jeep, Dodge, Ram and FIAT brands in a no-pressure, no-hassle environment.

### **About the Denver Auto Show**

The Denver Auto Show is gearing up for another great year at the Colorado Convention Center, April 9-13. The newest 2014 models and 2015 sneak peeks from 39 manufacturers will be on display, including the latest in fuel-efficient options and new technologies. There are cars to suit every budget and lifestyle, as well as entertainment and specialty vehicles. There's even a chance to get behind the wheel at the show, thanks to 11 ride-and-drive programs. The Denver Auto Show is great entertainment for serious shoppers, car buffs and the entire family. Thursday, April 10, is "Senior's Day at the Auto Show" offering half-price admission to those 65 years and older. For more information, visit <http://www.DenverAutoShow.com>.

### **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).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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