

FCA US Rolls Out New Wheels to 400 Detroit Students on 'Big Bike and Book Giveaway Day'

- Big Bike and Book Giveaway Day recognizes scholastic performance; promotes fun, healthy lifestyles; and encourages summertime reading
- May is National Bike Month

May 23, 2015, Detroit - Today, 400 elementary, middle and high school students on the eastside of Detroit became the proud recipients of new bikes, helmets, locks and new books during the *Big Bike and Book Giveaway Day*, at the Detroit Redeem Center, located on the city's eastside.

The *Big Bike and Book Giveaway Day*, created by [FCA US LLC](#) and the [Detroit Eastside Community Collaborative \(DECC\)](#), recognizes Detroit students who have demonstrated improved academic performance, attendance and good citizenship. The program also promotes fun, healthy lifestyles that include exercise such as biking.

"The progress that these students have made in the classroom and as good citizens is another reason to be hopeful about Detroit's future," said Jody Trapasso, Senior Vice President – External Affairs, FCA North America and President of the FCA Foundation. "We hope these students continue on the path to success, and also take some time out to enjoy their new bikes and books."

Students selected to receive the bikes and books at the *Big Bike and Book Giveaway Day* attend schools where [Communities In Schools of Metropolitan Detroit \(CIS\)](#) provides education and community resources to help students successfully learn, stay in school and continue on the path to graduation. "We appreciate this opportunity to recognize our students for their hard work," said Sonja Allen CEO of CIS.

In preparation for the *Big Bike and Book Giveaway Day*, more than 100 FCA US *Motor Citizens* employee volunteers shifted into high gear earlier this week, assembling the 400 new bicycles in a 7-hour, one-day build. Employees were also on hand during the giveaway to assist students with picking up their new bikes, locks, helmet fitting and bike safety instruction.

"We also provided bike safety classes for each recipient with a focus on riding safely, wearing a helmet and inspecting their bike before hitting the road," said Alex Allen, Detroit Eastside Community Collaborative Executive Director. "With the growing cycle infrastructure in Detroit, this is something that all students need to know."

Detroit ranks 4th among the top 50 large cities where bike commuting is growing the fastest, according to the American League of American Bicyclists [Where We Ride](#) report.

FCA Foundation

The [FCA Foundation](#) is the charitable arm of North American automaker FCA US LLC, a member of the [Fiat Chrysler Automobiles N.V.](#) (FCA) family of companies. The FCA Foundation invests in U.S. charitable organizations and initiatives that help empower people, build strong, resilient communities and generate meaningful and measurable societal impacts. In support of these objectives, the FCA Foundation focuses on the following foundational pillars: youth development, education, support for military, veterans and their families, and community service.

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