

Contact: Amy Delcamp
Trevor Dorchies

Mopar, Chrysler, Jeep®, FIAT and Ram Drive Family Fun at the Woodward Dream Cruise

What:

Mopar, Chrysler, Jeep®, FIAT and Ram offer vehicle displays and fun for the whole family during the Woodward Dream Cruise on Saturday, August 15, 2015

Where:

FCA US Display at the southwest corner of Woodward Avenue and 13 Mile Road in Royal Oak, Mich.

When:

9 a.m. until 9 p.m. on Saturday, August 15

Who:

Mopar, Chrysler, Jeep, FIAT and Ram

For interview requests please contact Trevor Dorchies (trevor.dorchies@fcagroup.com) or Kathy Graham (kathy.graham@fcagroup.com) by Friday, August 14.

Details:

Mopar Brand

The Mopar brand celebrates its performance roots with a display featuring the new supercharged Mopar Dodge Challenger Drag Pak, which represents the first time that Mopar has offered a supercharger for a package car, and the 2015 Dodge Challenger R/T Shaker equipped with a Mopar Scat Pack 3 Performance Kit. The Mopar Scat Pack 3 kit delivers up to 75 more horsepower and 44 lb-ft of torque. Mopar "Top Eliminator" vehicles, including a rare 1973 Dodge Charger SE four-speed with a sunroof and a 1969 Plymouth Barracuda, will also be featured in the display. The Mopar "Top Eliminator" winners represent the best of vehicles developed by enthusiasts who display extreme passion and skill in restyling and customizing their Mopar rides.

Chrysler Brand

For the classic car aficionados, 2015 is the 60th Anniversary of the iconic Chrysler 300 and the 90th anniversary of the Chrysler brand. Both anniversaries will be celebrated in the Chrysler display at the corner of Woodward Avenue and 13 Mile Road in Royal Oak. Representing the 60 years of the Chrysler 300 will be a 1955 Chrysler 300 and a 2015 Chrysler 300. Representing 90 years of the Chrysler brand will be a 1925 Chrysler.

On Saturday between 9 a.m. and 9 p.m., consumers at the Dream Cruise who stop by the Chrysler display will have an opportunity at least once an hour to win a Chrysler prize pack as well as T-shirts and gift cards.

FIAT Brand

The FIAT brand stands for discovery through passionate self-expression, which also could be said for the vehicle owners cruising Woodward Avenue. FIAT will showcase its partnership with Vans, the iconic shoe company with a custom, motorized Vans shoe on display and on Woodward Avenue along with Steve Van Doren from Vans who will be signing autographs at 11 a.m. and 2 p.m. Vehicles on display from FIAT include the all-new 500X crossover, 500L Urbana, 500 1957 Edition, 500 Abarth and the Vans grill car.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. Consumers who journey to Woodward

Avenue can take in a wide variety of Jeep vehicles on display including the high-performance Grand Cherokee SRT and the ultra-capable Jeep Wrangler Hard Rock Rubicon production vehicles, as well as the Jeep Wrangler Africa and Jeep Renegade Desert Hawk – two of the popular Jeep concept vehicles created for the recent Moab Jeep Safari.

Ram Trucks

Hall Brothers Racing will have their Raminator Monster Truck on display and will be signing autographs throughout the day.

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.”

Follow FCA US news and video on:

Company blog: blog.fcanorthamerica.com

Facebook: <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/FiatChrysler_NA

Twitter (Spanish): www.twitter.com/fcausespanol

YouTube: www.youtube.com/fcanorthamerica

Media website: media.fcanorthamerica.com

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>