

Contact: Ralph Kisiel

## **FCA US LLC Forms Affinity Program with National Association of Home Builders**

February 4, 2016, Auburn Hills, Mich. - FCA US LLC and the National Association of Home Builders (NAHB) have launched a new affinity program that offers discounts on select 2016 Chrysler, Jeep®, Dodge, Ram Truck and FIAT brand vehicles for association members.

The FCA US affinity program allows NAHB members, their employees and their immediate family members at the same residence to receive a \$500 cash allowance toward the purchase or lease of select 2016 Chrysler, Jeep, Dodge, Ram truck and FIAT brand vehicles. The \$500 discount is off the final negotiated price of the vehicle and in most cases can be combined with other offers to increase savings.

“FCA US is delighted to work with the National Association of Home Builders,” said Tim Tessmar, Head of Small Business Sales at FCA US LLC. “This alliance enables NAHB members to leverage their memberships into significant savings on a wide range of highly capable, built-for-work vehicles like the Ram 1500 pickup truck and Ram ProMaster Van.”

“This is a great new program for our entire Federation,” said NAHB Chairman Ed Brady, a home builder and developer from Bloomington, Ill. “These discounted prices are a valuable component of our member recruitment and retention plan.”

The select 2016 Model Year FCA US and FIAT brand vehicles include:

- Ram Truck brand: 1500, 2500, 3500 Pickups – All cabs; 3500, 4500, 5500 Chassis Cabs; ProMaster Van and Cargo Van
- Jeep brand: Grand Cherokee (Excluding SRT) and Cherokee
- Chrysler brand: 200 (Excluding LX), 300/300C (Excluding SRT) and Town & Country
- Dodge brand: Dart (Excluding SE), Charger (Excluding SRT), Journey, Durango and Grand Caravan (Excluding AVP)
- FIAT brand: 500L

Complete information on eligibility and instructions on how to take advantage of this discount is available at [nahb.org/fca](http://nahb.org/fca).

### **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](http://blog.fcanorthamerica.com)

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

Instagram: [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/FiatChrysler\\_NA](https://www.twitter.com/FiatChrysler_NA)

Twitter (Spanish): [www.twitter.com/fcausespanol](https://www.twitter.com/fcausespanol)

YouTube: [www.youtube.com/fcanorthamerica](https://www.youtube.com/fcanorthamerica)

Media website: [media.fcanorthamerica.com](https://media.fcanorthamerica.com)

-###-

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