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FCA US Shifts Gears, Rolls Out New Bikes for 350 Detroit Students

'Big Bike and Book Giveaway Day' recognizes academic performance; encourages students to read and ride this summer

June 11, 2016, Detroit - FCA US LLC, a company better known for helping to put the Motor City on wheels, shifted gears today – rolling out hundreds of shiny, new bicycles and stacks of books for students in Detroit.

During the second annual "Big Bike and Book Giveaway Day" held at Palmer Park on the city's west side, FCA US presented new bikes and books to 350 elementary and middle school students who have demonstrated improved academic performance, school attendance and good citizenship.

"It's a privilege for FCA employees to help make a summer of fun and learning possible for students in Detroit," said Lesley Slavitt, Head of Civic Engagement, FCA US LLC and CEO of the FCA Foundation. "The 'Big Bike and Book Giveaway Day' is a great opportunity for our employees to work with community-based partners and make such a summer possible for youth in Detroit."

Students chosen to receive a new bike were selected by Communities In Schools of Metropolitan Detroit (CIS), which provides education and community resources to help students successfully learn, stay in school and continue on the path to graduation.

"The best way we can encourage students to value and take pride in their education is to show them how proud we are of their accomplishments," said Sonja Allen, CEO of CIS. "When students feel that their community appreciates their hard work, supports them and believes in them, they will believe in themselves and stay determined to achieve their dreams."

The "Big Bike and Book Giveaway Day" has recognized the academic and civic achievements of more than 700 Detroit students since it was established in 2015 by FCA US.

An Engine for Change

Earlier this week, more than 100 Motor Citizens® (FCA US employees) volunteered their time, talents and tools to assemble the bikes for the "Big Bike and Book Giveaway Day" during a six-hour build held at Palmer Park. The Motor Citizens were also on hand during the "Big Bike and Book Giveaway Day" helping students pick up their new books, bikes, helmets and locks, as well as ensure that each student received bike safety instruction before hitting the road.

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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