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## Chrysler LLC First in Industry to Launch Innovative Online Customer Advisory Board

- Chrysler LLC leads industry with launch of online Customer Advisory Board to create ongoing two-way dialogue with customers
- Chrysler LLC partners with Passenger®, the leader in on-demand customer collaboration
- Customers may submit Chrysler LLC Customer Advisory Board applications at [www.ChryslerListens.com](http://www.ChryslerListens.com)

March 23, 2008, Auburn Hills, Mich. - Leading with innovation, Chrysler LLC launches industry's first online Customer Advisory Board to establish ongoing two-way dialogue with customers and gain their insights on product features and technologies. The online Customer Advisory Board's closed forum leverages the leading-edge technology of Passenger, which is the leader in on-demand customer collaboration, to engage customers in active collaboration about products and business efforts.

"Through our online Customer Advisory Board, we have a new platform to engage our customers in two-way dialogue so we can harness their insights and vehicle dreams as we move quickly to develop and refine technologies and products," said Deborah Meyer, Vice President and Chief Marketing Officer, Chrysler LLC. "Chrysler designers and engineers have always had a pulse on the market to deliver segment-leading products, but the launch of the Customer Advisory Board gives us a new way to connect with our customers to be even more responsive and innovative."

Chrysler LLC, together with its interactive agency Organic, tapped Passenger to create the Customer Advisory Board's closed online community that will allow for ongoing two-way dialogue. Passenger will provide a combination of social networking, community building and collaboration technologies in an intuitive and scalable platform. With its leading-edge software-as-a-service technology, Passenger is providing Chrysler with the ability to facilitate customer collaboration, build advocacy and apply analytical technologies in one single platform.

"The Passenger platform will help Chrysler spark innovation and satisfy a shared desire for meaningful change through ongoing collaboration with its customers," says Justin Cooper, Co-Founder and Chief Innovation and Marketing, Passenger. "Involving customers in the process promotes active participation and those customers who feel more informed have the ability to share more favorable opinions about Chrysler with their peers, the truest form of advocacy."

Organic, an Omnicom company, remains Chrysler LLC's interactive agency of record for all digital communication, including the design, development and ongoing maintenance of Chrysler, Jeep® and Dodge brand sites, ChryslerListens.com and the Customer Advisory Board.

"Brands that listen thoughtfully to their customers and put them in the middle of their organizations will win in this era where the customer's voice is both strong and visible," said Joe DiMeglio, Vice President of Engagement Management, Organic. "We are incredibly excited about this ground-breaking initiative and helping Chrysler gain an even deeper understanding of their customers — the foundation of all exceptional brand experiences."

### How it Works

To participate in the Customer Advisory Board, consumers are invited to submit an application at [www.ChryslerListens.com](http://www.ChryslerListens.com). Participants must be 18 years or older, a United States resident and hold a valid driver's license.

Beginning in late March, Chrysler will begin the initial phase of the Customer Advisory Board, which is a three- to four-

week period when Chrysler will introduce the members to the process and the company.

Once introduced, Chrysler will begin the ongoing dialogue with the Customer Advisory Board members by engaging the community with live, facilitated sessions where they may view media, respond to polls and engage with other members. There will also be discussion sections that allow members to discuss a variety of topics on their own time during a four-week period. Examples of topics may include environmental, safety, quality or technology. Other features include activities to stimulate member creativity and polls for quick feedback on topics. In addition, members may create their own profile and connect with each other through the message center.

#### **About Chrysler LLC**

Chrysler LLC, headquartered in Auburn Hills, Mich., produces Chrysler, Jeep®, Dodge and Mopar brand vehicles and products. Its product lineup features some of the world's most recognizable products, including the Chrysler 300, Jeep Wrangler and Dodge Charger. The company sells and services vehicles in more than 125 countries around the world. The operations outside North America have been experiencing year-over-year sales increases since 2004, with a record number of vehicles sold in 2007. The Chrysler Foundation – the primary source of charitable grants made by Chrysler – annually supports hundreds of charitable organizations with an emphasis on community growth and enrichment, education, arts and culture, public policy, youth development and disaster relief programs throughout the United States and, increasingly, the world. Chrysler is a unit of Cerberus Capital Management.

#### **About Passenger**

Passenger® is the technology leader in on-demand Customer Collaboration. Through Passenger-powered Customer Collaboration, companies gain insight, drive innovation and build advocacy. Passenger combines leading social networking, collaboration and analytics technologies into a single intuitive platform, delivered Software-as-a-Service. Founded in 2005 with offices in Los Angeles, Palo Alto and New York City, the company is privately held and backed by Shelter Capital Partners, StarVest Partners and Steamboat Ventures. For more information, please visit [www.thinkpassenger.com](http://www.thinkpassenger.com).

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