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Dodge Brand and Local Dodge Dealers to Partner with High School Clubs to Boost Fundraising Efforts

- Fundraiser generates money for high school booster clubs via test drives with Dodge brand vehicles
- Dodge brand will donate \$20 for each test drive to high school booster club. As much as \$2,000 can be earned per event
- Interested high schools can be paired with a participating Dodge dealer in their area

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The Dodge brand is reaching out to local high school booster clubs across the country to coordinate test drives for fundraising efforts with the launch of the "Dodge Brand Booster Club Fundraiser." The fundraising effort is designed to provide support for student enrichment activities at the high school level.

"Music, art, athletics and theater inspire and foster a passion for life and provide a creative outlet that benefits students," said Ralph Gilles, President and CEO, Dodge Brand, Chrysler Group LLC. "The launch of the Dodge Booster Club Fundraiser will give high schools an opportunity to raise money for their extracurricular activities in a fun and unique way without any sales pressure. The Dodge brand and our dealers are committed to the communities where we do business and support organizations that encourage student development and growth."

The Dodge Brand Booster Club Fundraiser connects Dodge dealers with local high school booster clubs to help with their fundraising efforts. The Dodge brand will donate \$20 for each test drive taken, and the clubs can earn up to \$2,000 per event. Sales staff and personnel from the participating dealership will be on-hand to assist with the fundraising event and answer any questions about the vehicles. Test drive participants will be able to drive the new 2011 Dodge Durango, 2011 Dodge Journey and 2011 Dodge Grand Caravan without any sales pressure. Anyone age 21 or over, with a valid drivers' license, may drive and earn a donation for the participating school.

Interested high schools can call (888) 319-5437 to find out more information on the Dodge Booster Club Fundraiser.

About the Dodge brand

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Grand Caravan, Journey, Avenger and Challenger, and the Dodge Caliber and Dodge Nitro.

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