

Contact: Mike Palese
Ann Marie Fortunate

Chrysler Group Executive Named Supplier Diversity 'National Advocate of the Year'

- Award recognizes “leadership promoting the growth on minority supplier spending and business development”
- Represents the Company’s steadfast commitment developing and empowering minority-owned business partners
- Company has purchased more than \$45 billion from minority-owned suppliers since 1983

October 5, 2011, Auburn Hills, Mich. - Kevin L. Bell, Senior Manager – Diversity Supplier Development, Chrysler Group LLC, was named “National Advocate of the Year” by the Michigan Minority Supplier Development Council (MMSDC) for his leadership in promoting the growth of minority supplier spending and business development at the Company.

The MMSDC is a privately funded, nonprofit, corporate services organization comprising major corporations and public organizations representing education, industry, finance, professional services, construction, consumer products and health care. The MMSDC also certifies that an individual business is truly minority-owned, operated and controlled. Chrysler Group is a corporate member of the MMSDC.

The award was presented to Bell during MMSDC’s 28th Annual Awards Show held at Symphony Hall in Detroit on October 4.

“This award represents the steadfast commitment Chrysler Group has toward developing and empowering minority-owned business and giving them a meaningful role in our supply chain,” Bell said. “Chrysler Group will continue to create opportunities for minority-owned businesses because supplier diversity is embedded in our DNA.”

Under Bell, Chrysler Group’s supplier diversity goals require that 10 percent of a Tier 1 supplier’s procurement buy is sourced to certified minority suppliers. The Company announced early this year that it spent \$1.6 billion with approximately 200 minority suppliers in 2010, representing 13.4 percent of its total annual purchasing. Overall, the Company purchased \$31 billion in direct and indirect parts, materials and services in 2010. Since 1983, the Company has purchased more than \$45 billion from minority-owned suppliers.

Chrysler Group supports its commitment to supplier diversity and minority supplier development by conducting such programs as its annual Matchmaker program. Matchmaker is focused on providing minority-owned, women-owned and veteran-owned businesses access to Chrysler Group’s Tier 1 suppliers and the Company’s procurement organization.

Since Chrysler first launched the Matchmaker event in 1999, it has become a premier networking event in the automotive supplier diversity community. This year’s event – held in September -- grew to more than 2,000 participants, including 270 minority-owned, women-owned, veteran-owned and majority-owned Chrysler Group suppliers.

“Chrysler Group remains as committed as ever to creating a diverse and sustainable supply base that directly reflects our customer base,” said Sig Huber, Director - Supplier Relations, Chrysler Group LLC. “Matchmaker creates business connections that ultimately lead to positive economic outcomes for our supplier partners, our Company, our customers and our communities.”

About Chrysler’s Leadership Commitment to Diversity and Inclusion

Chrysler historically has been a leader in promoting diversity throughout its enterprise. The Company was named one

of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 12 times, and has been recognized five times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity and inclusion.

Since 2009, Chrysler Group has been named to *HispanicBusiness* magazine's annual Diversity Elite 60 list for implementing strategies to reach more Hispanic customers and to pursue more business with minority- and Hispanic-owned suppliers.

Early in 2010, CEO Sergio Marchionne assumed the role as executive sponsor of Chrysler's Global Diversity Council and reaffirmed the commitment of Chrysler's leadership team to the values and principles of diversity. "Culture is the fabric that holds organizations together. It is not just an ingredient for success; it is the essence of success itself," Marchionne wrote. "This is why my leadership team and I are committed to creating an atmosphere where all of our people feel respected and valued, because every person plays an important role in shaping our future, including employees, our supply base, our marketing and our dealer network. Chrysler Group LLC and its people have a future with promise. We will reach the full measure of that promise only as one, united diverse team."

In March 2011, the editors of *DiversityInc* magazine named Chrysler Group to the magazine's 2011 list of "Top 50 Companies for Diversity." This coveted annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders. This was the fifth year since the list was established in 2001 that Chrysler has been included.

In April 2011, Chrysler Group was named among nation's "Top Supporters" of Engineering Programs of Historically Black Colleges and Universities, recognizing the Company's efforts in developing, recruiting and hiring talented students pursuing technical careers at the nation's minority-serving institutions.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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