

Contact: Bertrand Blaise

Shawn Morgan

Chrysler Group Chairman and CEO Sergio Marchionne Awarded Deming Cup by Columbia Business School

November 3, 2011, New York - Columbia Business School's W. Edwards Deming Center for Quality, Productivity and Competitiveness awarded Sergio Marchionne, Chairman and CEO of Chrysler Group LLC and CEO of Fiat S.p.A., with the Deming Cup at Columbia University's Low Memorial Library in New York City on Wednesday, November 2.

The Deming Cup is an annual prize, awarded for the first time in 2010, recognizing world leaders who make outstanding contributions in operational excellence and foster continuous cultural improvements in their organization.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat 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 and Town & Country, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. 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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