

Chrysler Group LLC Launches Diversified Certified Program

- First of its kind in the industry
- Gives dealers option to sell variety of certified pre-owned makes and models
- Warranty backed by Chrysler Group LLC

March 4, 2012, Auburn Hills, Mich. - Chrysler Group LLC today announced the launch of Diversified Certified, a new program that enables Chrysler Group dealers to certify and sell competitive-make, pre-owned vehicles backed with a Chrysler Group warranty.

The 140 FIAT studios now open in the United States are the first to launch the Diversified Certified program. Chrysler, Jeep®, Dodge, and Ram Truck dealers will join the program in about 60 days.

Consumers looking for the security that a certified pre-owned vehicle offers now need only look to Chrysler Group dealerships and FIAT studios for the widest selection and one-stop shopping.

"Today is a new chapter for certified pre-owned vehicles," said Eric Swanson, Head of Certified Pre-Owned Vehicles at Chrysler Group LLC. "Just because we didn't build the vehicle, doesn't mean we won't back it with a Chrysler Group warranty. Of course, we always want our customers to visit our dealers and purchase a new or certified pre-owned Chrysler Group model, but now we have given them another option to consider."

All competitive-make pre-owned vehicles will be subjected to a thorough certification process and come with a 5-Year/60,000-Mile Maximum Care (full mechanical) Warranty from original in-service date, as well as Certified Pre-Owned program benefits such as towing, roadside assistance and more.

The timing is perfect for this Diversified Certified program, said dealer Gary Brown, of Brown's FIAT and Brown's Jeep Chrysler Dodge, both in Patchogue, N.Y. With Chrysler Group sales up 26 percent in 2011, and up 42 percent so far this year, "we have never seen so many conquest opportunities," Brown said.

"Diversified Certified will give our used car team a great opportunity to bolster and sell our pre-owned inventory," Brown said. "We are really excited about it."

Vehicles eligible for the Diversified Certified program will have less than 48,000 miles on the odometer and will be a 2008 model or newer.

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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