

Contact: Mike Palese  
Shawn Morgan

### **Chrysler Group Named to *DiversityInc* 2012 List of 'Top 50 Companies For Diversity'**

- Selections, based on empirical data, made by the editors of the respected *DiversityInc* magazine
- 587 companies participated in the 2012 *DiversityInc* Top 50 competition
- Chrysler Group is the only U.S. domestic automaker to earn a place on the top 50 list in 2012

April 26, 2012, Auburn Hills, Mich. - The editors of *DiversityInc* magazine have named Chrysler Group LLC to the magazine's 2012 list of "Top 50 Companies for Diversity." This annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders. This was the second consecutive year Chrysler Group has earned a place among the top 50, which for 2012 was selected from 587 participating companies. This year, Chrysler Group was the only U.S. domestic automaker to earn a place on the top 50 list.

Selections for the list are based on empirical data submitted in the 2011 *DiversityInc* annual top 50 companies for diversity survey. The *DiversityInc* top 50 list for 2012 was announced April 24 in New York City.

"Achieving this honor is recognition of Chrysler Group's leadership commitment to diversity and inclusion, and the sound practices contained in our business strategy," said Nancy Rae, Senior Vice President -- Human Resources, Chrysler Group LLC and Co-Chair of the Company's Diversity Council. "Chrysler Group's diversity will continue to be a source of innovation and competitive advantage as we continue to recruit and develop the diverse talent and perspectives we need to sustain our success."

*DiversityInc*'s 200-question annual survey is divided into four parts: CEO Commitment, Human Capital, Corporate and Organizational Communications, and Supplier Diversity. To be considered for a spot on the Top 50 list, a company must score above average in all four areas. In particular, Chrysler scored high in the categories of Human Capital and Supplier Diversity.

"Chrysler remains as committed as ever to creating a diverse and sustainable supply base that directly reflects our customer base," said Scott Kunselman, Senior Vice President - Purchasing & Supplier Quality, Chrysler Group LLC. "We will continue to create opportunities for minority-owned, women-owned and veteran-owned businesses because diversity is in the DNA of our company. Ultimately, we believe that a diverse supply chain leads to better, more innovative products for our customers."

Chrysler Group has long been considered a leader in minority sourcing and development. Since 1983, the Company has purchased more than \$45 billion from minority-owned companies and continues to develop innovative new programs to build its minority supply base, such as its annual Matchmaker program designed to foster business relationships between the Company's minority and Tier 1 suppliers.

In 2011, Chrysler Group implemented a new initiative, called the High Focus Program, to encourage Tier 1 suppliers to reflect Chrysler Group's corporate value to support greater supplier diversity. The High Focus Program is a structured process that brings new tools to assist Tier 1 suppliers develop their own sustainable supplier diversity strategies, and to foster access to strong MBEs and women-owned businesses nationally and internationally. In just its first year, the High Focus Program increased Chrysler Group's annual minority supplier spend by \$168 million.

In 2011, Chrysler Group spent \$4 billion with Tier 1 and Tier 2 minority suppliers representing 15.7 percent of its total annual purchasing. This represented a \$1.4 billion increase compared to 2010. The company's 2012 Tier 1 and Tier 2 supplier minority sourcing goal is 16.5 percent. Chrysler Group's women-owned business sourcing goal in 2012 is 3 percent.

"This is a transitional year," said Luke Visconti, CEO of DiversityInc. "We were struck by the change of diversity of the CEOs and managing teams of the companies on our list. It's much different from just five years ago. I see this as being a result of increasing emphasis at the most competitive companies, who link diversity management to creating a nimble and innovative corporate culture."

#### **About Chrysler Group's Leadership Commitment to Diversity and Inclusion**

Recognized as a leader in promoting diversity throughout its enterprise, Chrysler Group was named one of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 12 times, and has been recognized six times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity and inclusion.

Chrysler Group has been included in *DiversityInc* magazines Top 50 or 25 Most Noteworthy companies for diversity lists six times since the benchmarks were established in 2001. In addition, 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.

In 2011 and in 2012, Chrysler Group was named among nation's "Top Supporters" of Engineering Programs of Historically Black Colleges and Universities, recognizing the Company's efforts to develop, recruit and hire talented students pursuing technical careers at the nation's minority-serving institutions.

Over the years, a long line of Chrysler Group employees have received important professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in STEM and others, reflecting the Company's strong commitment to developing its diverse workforce.

#### **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, all-new Dodge Dart, 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.

#### **Follow Chrysler news and video on:**

YouTube: <http://www.youtube.com/pentastarvideo>

Chrysler Connect blog: <http://blog.chryslergroupllc.com>

Twitter: [www.twitter.com/chrysler](http://www.twitter.com/chrysler)

Streetfire: <http://members.streetfire.net/profile/ChryslerVideo.htm>

Corporate website: <http://www.chryslergroupllc.com>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>