

## **Chrysler Group LLC to Hold Mobility Awareness Program**

May 9, 2012, Auburn Hills, Mich. - Chrysler Group LLC's Automobility Program will host an employee awareness event at company headquarters the week of May 14.

This event is intended to increase employees' understanding of wheelchair accessible vehicles and adaptive mobility equipment options that enable people with disabilities to live an active and mobile lifestyle.

Chrysler Group has been a leading supporter of mobility vehicle conversions since the 1980s.

"Chrysler Group was the first automaker to offer a commitment to lighten the financial burden of adaptive equipment installation on vehicles within the United States," said Steven Beahm, Vice President – U.S. Sales Operations. "We are proud to host this important event with some of the industry's leading conversion companies displaying the latest in adaptive driver and passenger equipment and vehicle conversions."

The week-long event is being held in conjunction with the first National Mobility Awareness Month and the debut of Chrysler Group's new Automobility Program website at [www.chryslerautomobility.com](http://www.chryslerautomobility.com).

The employee awareness event will begin with a town hall from 3-5 p.m. Monday, May 14. Representatives of several mobility conversion companies will discuss their products and answer questions. A Dodge Grand Caravan R/T minivan with a lowered side-entry conversion will be on display at the event.

The program will continue on Tuesday, May 15, with a day-long exhibit of vehicles converted for use by those with mobility limitations. A converted minivan will be displayed in the tower lobby, and eight additional vehicles, demonstrating various conversion technologies, will be stationed in Tech Plaza for the day. The program will run from 8:30 a.m. to 4:30 p.m. with representatives from the Chrysler Group and various conversion companies available to provide information and answer questions.

While this event is designed for all Chrysler Group employees, the company's designers and engineers are particularly interested in meeting with the attending up-fit companies to examine the latest equipment that can help people with disabilities to enter, exit, and operate a new vehicle.

Static displays will be available for viewing through Friday, May 18.

"There are more than 18 million people in the United States and Canada with mobility issues," Beahm said. "That is an opportunity to foster new customers for Chrysler Group products, but more importantly, it is a call to us to help our customers with disabilities to live their lives to the fullest."

The Chrysler Group's new Automobility Program website is now live and can be accessed at [www.chryslerautomobility.com](http://www.chryslerautomobility.com). The website shows many examples of the driver and passenger mobility equipment up-fits possible on Chrysler Group vehicles to meet individual requirements. The site also has reference links and will provide a better understanding to the end-user of the Chrysler Group's continued commitment to financially assist special needs customers.

The new website provides all the details on how customers can take advantage of the Chrysler Group cash reimbursement to help reduce the cost of installing adaptive driver or passenger equipment on a new Chrysler Group vehicle. When you buy or lease any new Chrysler, Jeep®, Dodge, Ram or Fiat vehicle from a participating dealer, Chrysler Group will give you a cash reimbursement to help reduce the cost of installing the adaptive driver or passenger equipment on your vehicle. Qualifying conversions to Chrysler, Jeep, Dodge, Ram and Fiat models qualify for a maximum reimbursement of \$1,000.

Since 2000, the Chrysler Group has provided more than 80,000 incentive grants to assist with mobility-related conversions of its vehicles.

To further mark National Mobility Awareness Month in May, the Chrysler Group will donate a 2012 Chrysler Town & Country minivan, in conjunction with the National Mobility Equipment Dealers Association, to one local hero who is struggling with or overcoming their mobility challenges. Friends and family members will encourage people to vote for their local hero story at [www.MobilityAwarenessMonth.com](http://www.MobilityAwarenessMonth.com) for a chance to win the wheelchair accessible minivan.

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