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### **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 \$47 billion from minority-owned suppliers since 1983

October 3, 2012, Auburn Hills, Mich. - Kevin L. Bell, Senior Manager – Diversity Supplier Development, Chrysler Group LLC, was named the 2012 “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 29th Annual Awards Show held at Detroit Institute of Arts on October 2. This was the second consecutive year Bell has earned this recognition from the MMSDC.

“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. Chrysler Group announced early this year that it spent \$2.1 billion with approximately 200 minority suppliers in 2011, representing 8.5 percent of its total annual purchasing. Women-owned businesses, which are tracked separately, accounted for \$301 million of the Company’s spending. Overall, the Company purchased \$31 billion in direct and indirect parts, materials and services in 2011. Since 1983, the Company has purchased more than \$47 billion from minority-owned suppliers.

The Company has consistently demonstrated an historic commitment to supplier diversity and minority supplier development, through such breakthrough programs like its annual Matchmaker, which is a unique event that provides minority-owned, women-owned and veteran-owned businesses access to Chrysler Group’s Tier 1 suppliers and to decision makers in the Company’s procurement organization. As the premier networking trade event in the automotive supplier community, this year’s Matchmaker event grew to more than 2,400 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, Senior 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.”

Chrysler Group continues to support several organizations that assist Tier 1 suppliers with achieving their minority-owned and women-owned sourcing goals. These organizations include the National Minority Supplier Development Council, the Canadian Aboriginal and Minority Supplier Council and the Women’s Business Enterprise National Council. In addition, Chrysler Group supports veteran-business ownership through membership with the National

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

Chrysler Group has been named one of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 13 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 also 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 2012, the editors of *LatinaStyle* magazine selected Chrysler Group for inclusion on magazine's 2012 list of the 50 best companies for Hispanic women to work in the U.S., which is considered the most important recognition of efforts by corporate America to promote diversity and provide career advancement opportunities for Hispanic women.

In 2011 and 2012, the editors of *DiversityInc* magazine named Chrysler Group to the magazine's list of "Top 50 Companies for Diversity." This coveted annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders.

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 the MMSDC**

The Michigan Minority Supplier Development Council (MMSDC) is one of 37 regional councils affiliated with the National Minority Supplier Development Council. MMSDC is a privately funded, non-profit, corporate services organization that has provided unique procurement opportunities to Corporate Members and certified Minority Business Enterprises (MBEs) for over 30 years. MMSDC provides ongoing growth opportunities, financial support, and training and education for its corporate members and for Minority Business Enterprises (MBEs).

### **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.

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