

Winner of Chrysler Custom Challenge Named at SEMA Show

November 7, 2013, Las Vegas - The Chrysler brand awarded the winner of its Chrysler Custom Challenge at the SEMA Show yesterday, Nov. 6. During a live streaming of the event on the auto show floor, three judges, Chrysler Brand President and CEO Saad Chehab, Chrysler Brand Service, Parts and Customer Care President and CEO Pietro Gorlier and West Coast Customs Owner and CEO Ryan Friedlinghaus, named Oriana Schooley among the three finalists as the winner.

The Chrysler Custom Challenge charged fans to submit an image of their customized Chrysler brand vehicle along with a brief description of what customizations they have given to their vehicle to make it unique. Their vehicles are also being featured on the SEMA showroom floor within the West Coast Customs display. Coverage can be found at http://youtu.be/V_9LUM87iXM.

"The Chrysler Custom Challenge provided Chrysler car enthusiasts a chance to creatively express their skills and passion for customization," said Chehab. "And SEMA's show floor provided us with the perfect stage to announce the winners and have their vehicles recognized and displayed at the show and online."

The three finalists and their vehicles were invited to Las Vegas for a paid-trip of seven days, six nights, where they will be given full access to the show, work alongside the West Coast Customs team and enjoy an intimate dinner with Chrysler executives and West Coast Customs. As part of the grand prize, Oriana Schooley will receive a trip to the North American International Auto Show, a luxury travel package for herself and a guest and more than \$15,000 in other cash/prizes. (ARV of the grand prize is up to \$26,450).

Ryan Friedlinghaus is also set to feature the winner and finalists in an upcoming episode of the "West Coast Customs" television series (FOX) that will be filmed on-site at SEMA. More information about the finalists and photos of their cars can be found by clicking [Chrysler Custom Challenge Finalists](#) and [Chrysler Custom Challenge Facebook](#).

The Chrysler brand's activation site at SEMA includes a special partnership with West Coast Customs, which spotlights both as ambassadors of customization. Being provided to attendees as part of this unique partnership are on-site customization classes at the SEMA show, such as exterior paint and vinyl wrapping, interiors, sound, technology and lighting classes – just one more way of helping enthusiasts sharpen their skills about the latest methods and accessories available.

About Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology since the company was founded in 1925. The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler invented, with an unprecedented level of functionality, versatility, technology and bold styling. The Pacifica Hybrid takes this revolutionary vehicle a step further with its class-exclusive, innovative plug-in hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves more than 80 MPGe in electric-only mode, has an all-electric range of more than 30 miles and a total range of more than 500 miles. The Chrysler 300 lineup delivers on the brand's promise of iconic and elegant design executed with world-class performance, efficiency and quality – all at an attainable value. Chrysler is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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