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Dodge Named One of *Fast Company's* 2014 'World's 50 Most Innovative Companies'

- Magazine recognizes brand for 'being part of the conversation, no matter what' citing many successful initiatives, including most recent Ron Burgundy Durango campaign
- Dodge joins other 2014 leading businesses on list, including Google, Amazon, Apple, Netflix, Nike and more

February 17, 2014, Auburn Hills, Mich. - The Dodge brand has been recognized by *Fast Company* as one of the "World's 50 Most Innovative Companies" in the magazine's Most Innovative Companies issue (March 2014), available on newsstands Feb. 17 and online at www.fastcompany.com/MIC.

The magazine chose Dodge "for being part of the conversation, no matter what" as exemplified by many brand initiatives that delivered results, including its recent Dodge Durango advertising campaign featuring Ron Burgundy (Will Farrell), the fictional character in Paramount Picture's "Anchorman" movie franchise. The ads helped lift Durango sales 59 percent in October 2013.

"How exciting to be recognized by *Fast Company*,an innovator and leader in its own right, and to be among such a prestigious group of world-renown companies," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "The campaigns and partnerships we create for each of our brands are as individual and different as the brands themselves. The Dodge initiatives *Fast Company* highlighted convey a mind-set that is purely Dodge."

"Muscle cars to multi-passenger vehicles, Dodge gives you performance and technology with an attitude and presence that transforms an everyday vehicle into a personal statement," said Tim Kuniskis, President and CEO, Dodge Brand. "In an industry that is getting more and more commoditized, we capture this brand attitude and swagger in our marketing recipe to spark conversation and consideration."

Fast Company also saluted Dodge for product placements and partnerships, reaching "nearly every type of driver," that resulted in "people taking notice." Dodge brand sales were up 14 percent in 2013 marking 14 consecutive months of year-over-year sales growth.

Other brand initiatives last year included partnering with Universal Pictures on the "Fast & Furious 6" movie, the SyFy channel for its "Defiance" TV series, and a partnership with international music superstar Pitbull for Dodge Dart ads targeting multicultural millennial consumers.

Fast Company's annual Most Innovative Companies issue honors businesses including Google, Amazon, Airbnb and Nike (last year's Most Innovative Company), along with such rising newcomers as GoPro, GoldieBlox, and FitBit. The Most Innovative Companies is *Fast Company's* most significant, high profile editorial effort of the year. The editorial team spends months gathering and sifting data to identify those enterprises that exemplify the best in business from across the economy and around the world. The end result is a package that dares to be different, emphasizing not just revenue growth and profit margins but also progressive, sustainable business models and an ethos of creativity.

"The culture of innovation across the globe is more robust than ever," reports *Fast Company* editor Robert Safian, who identifies 12 lessons of innovation for 2014 within the issue. "To win in such a fast-changing environment requires a new kind of business agility."

About Dodge Brand

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building on the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s as it paves the road to its future. New for 2014, the Dodge Durango "is kind of a big deal," with a new eight-speed transmission that delivers up to 25 miles per gallon (mpg) on the highway, a new 8.4-inch Uconnect infotainment center and best-in-class power, towing, and driving range, in addition to its class-exclusive technology. The new Durango joins a stable that includes the new 2014 Dodge Dart with its breakthrough 2.4-liter 184-horsepower Tigershark engine, and the celebrated 2014 Dodge Avenger. Both earned 2014 Top Safety Pick status from the Insurance Institute for Highway Safety (IIHS). Completing the 2014 Dodge lineup are the Challenger, Charger, Journey and 30th Anniversary Grand Caravan. The Dodge lineup features five vehicles with best-in-class power, seven vehicles that deliver 25 mpg or higher, three vehicles that deliver 31 mpg or higher and three vehicles that offer seating for seven.

About Fast Company

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethical economics, leadership, and design. Fast Company and FastCompany.com inspire readers and users to think beyond traditional boundaries and create the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures LLC, one of the U.S.'s leading media companies.

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