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Fiat Chrysler Automobiles Claims Two of Top 5 Spots in 2015 Annual YouTube AdBlitz™ Poll

- Dodge brand's "Wisdom" takes the #3 position; Jeep® brand's "Beautiful Lands" places #5 out of 65 total commercials
- FCA US is the only advertiser (and automaker) to finish in one of the top three positions in the YouTube AdBlitz™ poll in each of the past five years

February 13, 2015, Auburn Hills, Mich. - The YouTube AdBlitz™ results were announced this morning (2/13), with FCA US taking two out of the Top 5 positions. Out of 65 total commercials voted upon in the annual poll, Dodge brand's " Wisdom" took the #3 overall position and Jeep® brand's " Beautiful Lands" placed #5 overall. FCA US is the only advertiser (and automaker) to finish in one of the top three positions in the YouTube AdBlitz™ poll in each of the past five years.

"Being the only advertiser and automaker to consecutively place in one of the top three positions of the YouTube AdBlitz™ in each of the last five years is a remarkable achievement for our company," said Olivier Francois, Chief Marketing Officer – FCA Global. "The poll results are a significant benchmark in gauging the impact of our Super Bowl commercials and an incredible acknowledgment of our entire FCA creative team efforts."

In addition to YouTube AdBlitz™ poll, FCA US took three of the Top 15 spots in the 2015 USA TODAY Ad Meter poll announced last week following the big game, and placed #1 in the automotive category. " The FIAT 500X Blue Pill" took the #3 position overall (and #1 in automobile category); Dodge brand's " Wisdom" took the #6 position and Jeep® brand's " Beautiful Lands" placed #15 overall.

Also this week, Automotive News reported that FCA scored all three of its Super Bowl spots onto it Top 10 Viral Video rankings this week (2/10). " The FIAT 500X Blue Pill" placed #2; Dodge brand's " Wisdom" ranked #3; and Jeep brand's " Beautiful Lands" placed #4 for the week.

Web traffic for the brands and their respective vehicles from Sunday, February 1 through Monday, February 2 (versus January 2015 daily average) saw the following increases:

- Site traffic on Jeep.com was up +77%; 2015 Jeep Renegade up +568%
- Site traffic for fiatusa.com was +342% and 2016 Fiat 500X up +1940%
- Dodge.com was up +21% and Dodge Challenger +34%

Previous YouTube AdBlitz™ recognition for the company's commercials include Chrysler brand's " America's Import" featuring Bob Dylan (2014); the Ram brand's " Farmer" (2013) featuring the voice of legendary radio broadcaster Paul Harvey; "Halftime in America" with Clint Eastwood (2012), and " Born of Fire (Imported From Detroit)" with Eminem (2011),

YouTube AdBlitz™ is the premier destination to watch, vote for and share every "must see" commercial from the big game. Winners of the AdBlitz™ represent the most popular commercials from the game that viewers choose to watch and vote for on YouTube.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is

building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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