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FCA US Awards Philadelphia Area Local With Vehicle Of Choice

Pottstown resident takes home a brand-new 2014 Ram 2500 as the winner of 2014 National Giveaway

February 27, 2015, Auburn Hills, Mich. - FCA US recently concluded its 2014 National Sweepstakes, announcing Michael Christman from Pottstown, Pa., as the winner of a \$45,000 credit to be used toward any Chrysler, Jeep®, Dodge, Ram, FIAT or Alfa Romeo vehicle.

Christman is one of 1,007,277 people to enter the nationwide sweepstakes in 2014. A random drawing was conducted on Feb. 10, 2015. As the grand-prize winner, Christman has selected a 2015 Ram 2500 Laramie Cummins® Turbo Diesel as his vehicle of choice, among a wide array of eligible award-winning vehicles, from his local FCA US dealership, Sport Chrysler Jeep Dodge in Norristown, Pa.

Between Jan. 1, 2014, and Dec. 31, 2014, entries were collected through a number of hands-on brand initiatives including the Jeep brand Camp Jeep® off-road driving course and Ram Truck brand test track at auto shows, as well as the "The Chrysler 200 Experience" test drive tour and Chrysler "Drive to 200 Challenge," where consumers who took a swing at scoring a perfect game of golf at participating Topgolf locations were eligible to win a 2015 Chrysler 200. Back in February 2014, Christman visited and registered to enter the 2014 National Giveaway at a Ram Truck brand display during the Great American Outdoor Show in Harrisburg, Pa., a Ram Truck brand-sponsored event. Entry opportunities were also offered at various FCA US events across the United States including Dodge Booster Club and Chrysler Drive for the Kids® Fundraisers and the Chrysler Drive, a multi-brand test drive experience offered at auto shows.

"Experiential marketing is all about engaging consumers with our brands through live experiences that create personal memories," said Michael Curmi, Head of Experiential Marketing for FCA US. "It is our pleasure to be able to award Michael Christman with a brand new Ram Truck as a result of his participation at just one of the many interactive experiences we offer consumers across the country each year."

"This has been such a humbling experience, and I still don't believe it!" said 2014 winner Michael Christman of Pottstown, Pa. "I am self-employed and at the time that I entered the giveaway, I purchased a Ram 1500 HEMI® to better accommodate the needs of my business, but I really needed the power of the Ram 2500. After being contacted by FCA US, I had the privilege to select my dream truck, the 2015 Ram 2500 Laramie Cummins®. With this truck I will be able to transport my heavy tools and supplies, as well as employees to job sites more efficiently thanks to the diesel engine. I have dreamed of this day and feel very fortunate to have won."

The annual National Giveaway offered by Fiat Chrysler Automobiles US will be open for entry throughout 2015 to give eligible consumers a new opportunity to win \$45,000 toward the purchase of a new Chrysler, Jeep, Dodge, Ram, FIAT or Alfa Romeo brand vehicle. There is no purchase necessary to enter or win. For the official sweepstakes rules and details on how to enter, please visit www.Chrysler-Enter-To-Win.com/. The 2015 sweepstakes ends December 31, 2015. For the latest product and brand news, visit www.fcanorthamerica.com.

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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