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FCA Partners With Lionsgate, “The Hunger Games: Mockingjay - Part 2,” on Co-Branded Marketing Campaign Featuring Chrysler, Dodge and Ram Brands

- Four custom television commercials launch across the country beginning Sunday, November 1, 2015, featuring Chrysler, Dodge and Ram brands
- Multimedia campaign spans across television, radio, digital and social
- Campaign champions release of the highly anticipated Lionsgate film “THE HUNGER GAMES: MOCKINGJAY – PART 2,” the final installment of “The Hunger Games”
- FCA is one of the presenting sponsors of “Mockingjay - Part 2” red carpet premiere in Los Angeles on Monday, November 16

October 30, 2015, Auburn Hills, Mich. - Fiat Chrysler Automobiles (FCA US LLC) and Lionsgate are joining together in a co-branded partnership, marking the premiere of the highly anticipated release of “The Hunger Games: Mockingjay - Part 2,” the final installment of “The Hunger Games,” which launches in North America on Friday, November 20. In the series of television and radio spots that will run across the country beginning Sunday, November 1 (during NFL football), FCA will pay tribute to “Mockingjay – Part 2” through four TV commercials featuring the Chrysler, Dodge and Ram brands.

“At FCA, we do not like to go traditional. We challenge the status quo, so we also questioned the well-established tradition of the end-of-the-year Tier 2 commercial. Tier 2 communication nearly plays on the ‘why buys,’ the most rational part of the purchase process. It is almost never relevant and rarely branded,” said Olivier Francois, Chief Marketing Officer – FCA Global. “Our collaboration with ‘The Hunger Games’ and Lionsgate is a great example of what can be done that’s unexpected. The association with such an anticipated and popular movie provides an exceptional relevance to our message. And the values shared with our three brands – the ‘rebellious’ Dodge, the ‘hard working’ Ram and the resilience of Chrysler – bring the branding element.”

“We are thrilled to be partnered with FCA and are proud of this impactful and creative campaign,” said Paula Kupfer, SVP of Global Partnerships and Promotions - Lionsgate. “Through Chrysler, Ram and Dodge, we have the unique opportunity to highlight the wealth of the entire ‘The Hunger Games’ franchise through each iconic brand’s individual story.”

The four TV spots, the first from the Chrysler brand premiering this Sunday, November 1, include the following:

- **Dodge** brand: Two :30 spots, [“Whistle”](#) and [“Playing with Fire,”](#) point to the rebellious spirit of Katniss and “The Hunger Games,” igniting a flame that drives us.
- **Ram** brand: One :30 spot, [“The Official Truck of Heroes,”](#) in which Ram acknowledges the heroes of “The Hunger Games.”
- **Chrysler** brand: One :30 spot, [“Where You’re Going,”](#) reflects the story of Katniss, a girl who overcomes the odds to become the face of change.

FCA will also be one of the presenting sponsors of “The Hunger Games: Mockingjay - Part 2” red carpet premiere in Los Angeles on Monday, November 16.

The blockbuster “The Hunger Games” film franchise has already grossed more than \$2.3 billion at the global box office and “The Hunger Games” trilogy of books has sold more than 82 million copies.

About Lionsgate

Lionsgate is a premier next-generation global content leader with a strong and diversified presence in motion picture production and distribution, television programming and syndication, home entertainment, digital distribution, new channel platforms, video games and international distribution and sales. Lionsgate currently has more than 30 television shows on over 20 different networks spanning its primetime production, distribution and syndication businesses, including the critically-acclaimed hit series Orange is the New Black, the multiple Emmy Award-winning drama Mad Men, the hit broadcast network series Nashville, the syndication success The Wendy Williams Show, the acclaimed drama Manhattan and the breakout series The Royals.

Its feature film business has been fueled by such successes as the blockbuster first three installments of The Hunger Games franchise, the first two installments of the Divergent franchise, The Age of Adaline, CBS/Lionsgate's The DUFF, John Wick, Now You See Me, Roadside Attractions' Love & Mercy and Mr. Holmes, Lionsgate/Codeblack Films' Addicted and Pantelion Films' Instructions Not Included, the highest-grossing Spanish-language film ever released in the U.S.

Lionsgate's home entertainment business is an industry leader in box office-to-DVD and box office-to-VOD revenue conversion rates. Lionsgate handles a prestigious and prolific library of approximately 16,000 motion picture and television titles that is an important source of recurring revenue and serves as the foundation for the growth of the Company's core businesses. The Lionsgate and Summit brands remain synonymous with original, daring, quality entertainment in markets around the world. www.lionsgate.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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