

Detroit Free Press Honors Mike Manley and Jeep Brand Team With Prestigious “Automotive Difference Maker” Award

February 8, 2016, Auburn Hills, Mich. - *The Detroit Free Press* has named Mike Manley (Head of Jeep Brand – FCA Global) and the Jeep brand team a winner of its “Automotive Difference Maker” award. The esteemed award will be presented by the *Free Press* at the Detroit Athletic Club on March 15.

“Fiat Chrysler Automobiles’ recovery from Chapter 11 bankruptcy simply would not have been possible without the rapid global expansion of the Jeep brand,” the *Detroit Free Press* judges wrote. “In 2015, FCA sold more than 1.2 million Jeep SUVs worldwide, marking the fourth consecutive year that the brand sold the most vehicles in its history and its sixth consecutive year of sales increases.

“Mike Manley, Head of the Jeep Brand, has overseen product introductions here in North America and in Brazil, China and Italy,” the judges continued. “Meanwhile, the Jeep team has reimagined the look of Jeep’s best-selling nameplates, starting with the redesigned Grand Cherokee in 2010, the Jeep Cherokee in 2014 and the Jeep Renegade in 2015. Last year, the cute yet rugged Renegade was an instant hit in Europe, South America and the United States – giving Jeep a new nameplate that promises to be a pillar of growth for years to come.”

In 2015, Jeep global vehicle sales increased 22 percent to record 1,237,583 units, while U.S. sales increased 25 percent to a record 865,028 units, with every Jeep vehicle realizing sales increases versus 2014. Sales of Jeep vehicles increased 56 percent in the Europe, Middle East and Africa region and 135 percent in Latin America.

2015 marked the sixth consecutive year of increased Jeep sales, both globally and in the U.S. The previous five years saw increases of 39 percent global/41 percent U.S. (2014), 4 percent global/3 percent U.S. (2013), 19 percent global/13 percent U.S. (2012), 41 percent global/44 percent U.S. (2011), and 24 percent global/26 percent U.S. (2010).

In 2015, FCA began local manufacturing of Jeep vehicles in Brazil and returned to local manufacturing in China after an absence of nearly a decade, further globalizing the Jeep brand. In 2016, the Jeep brand celebrates its 75th anniversary.

In addition to being Head of Jeep Brand – FCA Global, Manley is also Head of Ram Brand – FCA Global; Lead Executive for International Operations – FCA North America; member of Board of Directors – FCA US LLC; member of FCA Group Executive Council; and COO of FCA’s Asia-Pacific Regional Operations.

Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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