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FCA US Announces 468 Dealerships Earn Customer First Award for Excellence

- 468 Chrysler, Jeep®, Dodge, Ram and FIAT dealerships have earned Customer First Award for Excellence validation
- Designated dealerships provide the highest level of sales and service experience

March 19, 2018, Auburn Hills, Mich. - FCA US LLC announced today that 468 Chrysler, Jeep®, Dodge, Ram and FIAT dealerships have earned the 2018 Customer First Award for Excellence designation.

The selected dealerships achieved the highest level of customer experience recognition in the program's five core areas: People, Facility, Processes, Customer Performance Metrics and Training Certification.

"The number of Customer First Award for Excellence dealers continues to increase year over year, demonstrating FCA and our dealers' consistent focus on providing a superior customer experience," said Al Gardner, Head of Network Development. "These 2018 Customer First Award for Excellence dealers are leading the way for our network, and the award is clear evidence of their everyday dedication and commitment to their customers."

Reid Bigland, Head of U.S. Sales, agreed. "The fact that our Customer First Award for Excellence dealers demonstrated this level of excellence in such a highly competitive market demonstrates their drive to be the best of the best," he noted. "Customers today have higher expectations of the shopping and ownership experience, and our Customer First Award for Excellence dealers are meeting – and exceeding – those expectations."

FCA US created the Customer First Award for Excellence with its dealer partners and J.D. Power to improve customer satisfaction with Chrysler, Jeep, Dodge, Ram and FIAT dealerships in the United States with a specific focus on sales, employee training, facility condition and service experience. The program was originally launched in October 2015.

"Providing an exceptional customer experience for our vehicle owners requires a relentless dedication to excellence every business day," said Pietro Gorlier, Head of Parts and Service (Mopar). "Our Customer First Award for Excellence dealers have earned this distinction and continue to serve as an outstanding example for other dealers to follow."

All 2,600 Chrysler, Jeep, Dodge, Ram and FIAT dealerships are eligible to pursue and earn this prestigious award on an annual basis. Dealerships must achieve stringent goals in five core "pillars" to earn the coveted designation:

- **Facility Certification –** Facility provides a clean, comfortable environment for customers
- **Performance Measures –** Dealership achieved highest levels of customer-oriented sales and service goals
- **Training Certification –** Employees received the highest level of required FCA-certified training
- **Employee Surveys –** Completed to promote the voice of employees and a customer-driven culture
- **Process Validation –** Certified sales and service processes supporting customer handling excellence

Dealership teams have either worked independently or with contracted Customer Experience Specialists in order to seek the highest levels of process and procedure improvements to ensure an increase in customer satisfaction.

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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