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## **FCA US and FIAT Brand Continue Support for Motor City Pride Parade and Festival**

- Participation sustains FCA US support of LGBT employees, customers, communities and issues
- A new rainbow-wrapped 2017 Fiat 124 Spider will serve as grand marshal vehicle for this year's parade
- 2017 is the 10th year the Company has achieved a 100 percent on the Human Rights Campaign's Corporate Equality Index evaluating LGBT workplace practices

June 9, 2017, Auburn Hills, Mich. - Detroit will again be blanketed in colors of the rainbow, celebrating lesbian, gay, bisexual and transgender (LGBT) culture at Motor City Pride, this weekend (June 10-11) at the annual two-day festival and parade, which is the largest LGBT gathering in Michigan.

As a key sponsor of the festival and the lead sponsor of the parade, FCA US LLC and the FIAT brand will celebrate their long-standing commitments to LGBT employees, communities, customers and issues.

A specially-wrapped 2017 Fiat 124 Spider, the brand's all-new roadster, will serve as grand marshal vehicle of the Motor City Pride parade, which will begin at 11 am on June 11 and end at Hart Plaza.

Vehicles joining the Fiat Spider at the lead of the parade will be an Abarth Spider, Abarth Cabrio, a Fiat 500 Cabrio and a Fiat 500x.

"We are pleased to once again have a leading role supporting Motor City Pride, the largest LGBT event in the state of Michigan," said Bob Broderdorf, Director - Passenger Car Brand Sales and Network Operations, FCA US LLC. "Motor City Pride is among the many ways FCA US and FIAT brand celebrate our inclusive work culture in which all members of our team are respected and fully engaged, developing vehicles that resonate with diverse buyers and communities."

The energy behind the FCA US sponsorship of Motor City Pride is its LGBT Business Resource Group: the Gay and Lesbian Alliance (GALA). GALA is one of seven business resource groups at FCA US representing a range of affinity communities: African American, Hispanic, Asian, LGBT, Veterans, Native Americans and Women. More than 1,000 employees are members or allies of these resource groups.

These employee-directed groups are each assigned an executive sponsor, and individually and collectively pursue initiatives that enhance the FCA US work culture by focusing on career development of members, celebrating multicultural differences and bringing value to the Company and external community through volunteer, charitable and strategic activities.

"Motor City Pride is empowered by the support of FCA US and the FIAT brand, helping to amplify the growth and significance of this annual event," said Dave Wait, Chairperson – Motor City Pride. "We are so thankful for this collaborative partnership, sharing the drive to achieve full equality and respect for all people in Michigan."

FCA US was a leader among U.S. employers in providing domestic partner benefits to its employees in 2000 and has achieved a perfect score of 100 percent on the Human Rights Campaign's (HRC) Corporate Equality Index (CEI) 10 times since the benchmark was established.

The HRC is the educational arm of the Human Rights Campaign Foundation, America's largest civil rights organization, and is dedicated to achieving LGBT equality. Until recently, FCA US was the only automaker to consistently achieve a 100 percent annual CEI rating.

The Company recently earned meaningful acknowledgement of its diversity leadership when the editors of the respected *DiversityInc* magazine named FCA US to the magazine's 2017 list of "Noteworthy Companies for Diversity" and to the list of "Top Companies for Veterans."

#### **About Motor City Pride**

Motor City Pride is a volunteer-driven event celebrating the lives of Michigan's Gay, Lesbian, Bisexual and Transgender citizens. A weekend packed with multiple events including a family picnic, golf outing, Commitment Ceremony and parade. Motor City Pride culminates as the largest LGBT gathering in Michigan located in the heart of the region at beautiful and historic Hart Plaza, located on the riverfront in downtown Detroit.

#### **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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