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FCA US Supports Diverse Future Business Leaders As Exclusive Sponsor of National Black MBA Association Graduate Student Case Competition

- Competition conducted annually at National Black MBA Association's Annual Conference and Exposition
- Annual event enables talented, high-potential MBA candidates from the nation's leading business schools to compete for \$50,000 in scholarships
- FCA US has been exclusive sponsor of the competition since 1995
- 2017 business case challenged teams to re-introduce a global automotive brand to the U.S. market
- The team from the University of Alabama earns 2017 national championship, teams from Georgetown University and Boston University finish second and third, respectively

October 2, 2017, Auburn Hills, Mich. - Talented MBA candidates from 41 of the nation's leading business schools competed for \$50,000 in scholarships in the 2017 National Black MBA Association (NBMBA) Graduate Student Case Competition®, sponsored by FCA US LLC.

The NBMBA/FCA US National Graduate Student Case Competition is an annual event that gives high-powered student teams an opportunity to demonstrate their knowledge and problem-solving skills in a formal competition. Teams are given a business case from which they develop business solutions. Each student team then prepares and presents its case to a panel of experienced business executives. Teams are judged on their analysis of the case, the feasibility of their recommendations and the quality of their presentations.

The competition is held each year as part of the NBMBA's Annual Conference and Exposition, which was held this year in Philadelphia from September 26-30. FCA US has been an active supporter of NBMBA for more than 30 years and the exclusive sponsor of the Graduate Student Case Competition since 1995. Over that time, more than 2, 300 MBA students have participated in the competition.

"FCA US is proud to continue its support of the National Black MBA Association Graduate Student Case Competition," said Kelly Tolbert, Head of Diversity, FCA US LLC. "The competition is a showcase event for student achievement that enables our Company to demonstrate its commitment to identifying, recruiting and developing diverse talent and future business leaders."

This year, the students from the University of Alabama took home the first place trophy as national champions and \$25,000 in scholarships. The winning team members were Liz Alley, Jessika Banks, Bryonna Rivera Burrows and Myles Ward, all current MBA students at the university. The second- and third-place teams represented Georgetown University and Boston University, earning \$15,000 and \$10,000 in scholarships, respectively. Winning teams were announced at the NBMBA's Impact Awards Gala on Friday, September 29.

The 2017 business case required teams to re-introduce a global automotive brand to the U.S. market. Teams were judged on their work creating a strategic vision and operating plan for their dealership incorporating concepts from marketing, supply chain, finance, operations and customer experience.

About National Black MBA Association

The NBMBA has grown from a two-day conference to one of the country's largest professional, minority organizations with 9,000+ members, 45 professional chapters, 35 Leaders of Tomorrow® (LOT®) programs and more than 300 corporate partners. The organization is dedicated to developing partnerships that create intellectual and economic wealth in the Black community through its five channels of engagement: career, education, entrepreneurship, leadership and lifestyle.

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).

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