

Contact: Eileen Wunderlich

Shawn Morgan

Chrysler Group LLC Partners With Siemens PLM Software for All-new Product Design and Development

- Chrysler Group adds Siemens digital product development and data management software to vehicle development process
- New engineering software to be used initially for collaborative Chrysler Group and Fiat vehicle development programs
- Technology enables Chrysler Group to utilize common processes and tools and improve speed to market

July 25, 2010, Auburn Hills, Mich. - Chrysler Group LLC announced today it has contracted with Siemens PLM Software to adopt its new digital product development software. The new system will improve efficiency in Chrysler Group's global vehicle design and development process and assist in joint programs with Fiat S.p.A.

Chrysler Group will initially use Siemens' NX™ software engineering tool for new collaborative Chrysler-Fiat vehicle and powertrain development programs beginning with the Fiat 500, Fiat 500EV, the 1.4-liter Fully Integrated Robotized Engine (FIRE), and the new Chrysler Group C segment vehicle.

Over time, the Siemens software will be fully integrated into all Chrysler Group vehicle design, development and powertrain programs. Chrysler is already utilizing Siemens' Teamcenter® digital product lifecycle data management software to manage product data across its entire product portfolio.

"We are looking at every aspect of our business as a means of implementing and developing the best business practices," said Scott Sandschafer, Vice President and Chief Information Officer, Chrysler Group LLC. "Enhancing collaboration between Chrysler and Fiat is a high priority for our company and sharing technologies enables Chrysler to improve quality, efficiencies, and speed to market."

"Integration of this tool will enhance our ability to engineer new products in conjunction with our Fiat partner, while improving quality and time to market," said Scott Kunselman, Senior Vice President - Engineering, Chrysler Group LLC.

Many of Chrysler Group's suppliers already use Siemens product development and data management software which will ensure a smooth and successful transition.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles, such as the company's Global Electric Motorcars (GEM) brand vehicles, a wholly owned subsidiary of Chrysler Group LLC.

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