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Camp Jeep® Makes its Georgia Debut at the 2014 Atlanta International Auto Show

Exhibit to Feature All-new 2015 Chrysler 200, Ram 1500 EcoDiesel, Chrysler Drive Test Track and More

- Camp Jeep® debuts at the Atlanta auto show featuring its new articulated obstacle, the "Trail Rated Pass"
- All-new 2015 Chrysler 200 mid-size sedan makes Georgia debut
- Dodge brand shakes up the Atlanta auto show with the 2014 Dodge Challenger R/T Shaker
- Ram Truck brand display features award-winning 2014 Ram 1500 EcoDiesel with best-in-class 28 mpg fuel economy, 2014 Ram ProMaster and 2014 Ram 2500 6.4-liter HEMI® V-8
- The SRT (Street and Racing Technology) brand shows off its flagship performance machine - the 640 horsepower 2014 SRT Viper GTS
- The 2014 Fiat 500L, featured in the new "Mirage" global advertising campaign (http://www.youtube.com/watch?v=XBtVOmhnw-k), showcases its roominess at the Atlanta auto show
- The Chrysler Drive outdoor test track features all-new 2014 Jeep Cherokee, plus other popular vehicles from Chrysler, Jeep, Dodge, Ram and FIAT
- Show attendees can enter the 2014 Chrysler Group National Giveaway for a chance to win $45,000 towards any eligible Chrysler Group vehicle

March 25, 2014, Atlanta - Chrysler Group LLC kicks off Georgia's spring season with the introduction of Camp Jeep® and its newest models at the 32nd annual Atlanta International Auto Show.

Show attendees will be inspired by Camp Jeep's unique off-road experience plus the exciting lineup of new vehicles found in this year's Chrysler, Jeep, Dodge, Ram, FIAT and SRT brand displays. The auto show runs March 26-30 at the Georgia World Congress Center in Atlanta.

"After a tough Atlanta winter, Camp Jeep is just what the car doctor ordered for pure off-road fun," said David Englen, Director - Southeast Business Center, Chrysler Group LLC. "Camp Jeep offers consumers a chance to experience the extreme off-road capabilities of Jeep vehicles and is guaranteed to thrill every Camp Jeep rider."

In addition to Camp Jeep, other show highlights include the Atlanta debut of the all-new 2015 Chrysler 200 mid-size sedan, the all-new 2014 Jeep Cherokee, the 2014 Ram 1500 EcoDiesel, the 2014 SRT Viper GTS and the 2014 Fiat 500L. Outside the auto show, and next to the Georgia Dome, consumers will enjoy the Chrysler Drive ride-and-drive experience featuring vehicles from the Chrysler, Jeep, Dodge, Ram and FIAT brands. Visitors to Camp Jeep and the Chrysler Drive can enter the 2014 National Giveaway for a chance to win $45,000 toward the purchase of any eligible Chrysler Group vehicle.

Camp Jeep
Auto show attendees are invited to experience the Atlanta debut of Camp Jeep, the trail-rated test track featuring the all-new 2014 Jeep Cherokee. The fan-favorite track has an all-new obstacle for 2014: the Trail Rated Pass! Camp Jeep is a thrilling five-minute interactive adventure zone that pairs professional 4x4 drivers with riders. Passengers can experience the full capabilities of Jeep models, including the Jeep Cherokee, Jeep Wrangler Unlimited and Jeep Grand Cherokee, as drivers demonstrate how to drive safely on off-road terrain. Guests sit right beside the professional driver and climb the eye-catching 14-foot high, 35-degree Jeep Mountain, the highlight of the ride and display. A DJ will be onsite during the Camp Jeep experience, adding a music element to the space.

All-new 2015 Chrysler 200

Exquisite style meets exceptional performance in the all-new 2015 Chrysler 200. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful and beautifully crafted interior providing an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an all-new chassis. With estimated highway fuel economy of 35 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just $21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own and at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

2014 Dodge Challenger R/T Shaker Model

Dodge will make a splash in Atlanta with the popular throw-back 2014 Dodge Challenger R/T Shaker model. The new 2014 R/T Shaker model features unique throw-back muscle car cues that link directly to the Dodge brand's performance legacy. And like the original 1970 Challenger R/T with the Shaker hood, the new 2014 model continues the Dodge tradition of an engine-mounted hood scoop that "shakes" with the powertrain's movement.

Ram Trucks

Among the many Ram trucks on display will be the 28 mpg 2014 Ram 1500 EcoDiesel, named Motor Trend "Truck of the Year." For those who need even bigger trucks, the 2014 Ram 2500 with an all-new 6.4-liter HEMI V-8 will be on the show floor along with the Ram ProMaster -- the latest entry into the full-size cargo van segment from the Ram Truck brand.

2014 Fiat 500L

The FIAT brand display will include the 2014 Fiat 500L, the focus of the new global advertising campaign "Mirage" that introduces the new Fiat 500L tagline, "Unbelievably Big." Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

2014 SRT Viper GTS

Leaving Dodge behind in 2013, the Viper is now part of the SRT brand which stands for Street and Racing Technology. The 640 horsepower 2014 SRT Viper GTS will wow the crowd at the Atlanta auto show with more power and performance, superior craftsmanship, new technologies and creature comforts.

The Chrysler Drive

The Chrysler Drive experience provides an entertaining atmosphere and opportunity for anyone looking to feel the plush leather and get behind the wheel of a wide range of Chrysler Group vehicles and drive the local streets of Atlanta. Auto show attendees who register for the 10-minute test-drive will get the chance to drive and evaluate the latest models across the Chrysler, Jeep, Dodge, Ram and FIAT brands in a no-pressure, no-hassle environment.

About the Atlanta International Auto Show

Not only is the Atlanta International Auto Show the largest annual consumer event held annually at the Georgia World Congress Center, it also is one of the nation's great auto shows, attracting many of the world's major automotive manufacturers for its five-day run. The 32nd annual event will feature the best from 32 different automotive manufacturers on its 400,000-square-foot show floor. Fourteen different manufacturers also will give attendees the opportunity to test-drive their new vehicles at the show. Attractions include the weekend appearances of Marvel Comics' characters Thor and Captain America, a "Then and Now" exhibit of popular models from the 20th century displayed with their 2014 reincarnations and appearances by professional athletes. Thursday, March 27, is "Senior's Day at the Auto Show" offering half-price admission and parking to those more than 55 years of age.

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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