

Chrysler Brand Educates Families on Bullying Prevention through “Drive for the Kids” Program

- Robert F. Kennedy Center for Justice and Human Rights bullying prevention materials offered at Drive for the Kids® events

March 11, 2014, Auburn Hills, Mich. - In 2014, the Chrysler brand will continue its support of the Robert F. Kennedy Center for Justice and Human Rights' bullying prevention initiative – RFK Project SEATBELT throughout and beyond the school year. The Chrysler brand has employed its local dealerships to support the measure during Drive for the Kids® fundraisers at area schools. The Chrysler brand Drive for the Kids program partners Chrysler Group dealerships with area schools and utilizes current model Town and Country minivans to help raise money for school programs in need of funding, as part of the brand's commitment to student enrichment and offering consumers a convenient, low pressure way to engage with new Chrysler brand product.

“The Chrysler brand is committed to applying its resources to help build strong and safe communities through great partnerships with organizations such as the Robert F. Kennedy Center for Justice and Human Rights and its bullying prevention initiative,” said Al Gardner, President and CEO - Chrysler Brand, Chrysler Group LLC. “As part of our Drive for the Kids programs throughout 2014, we will continue to distribute free information about this important issue in a space where the topic is vital to the audience, including leaders in the school system, families and children.”

All schools participating in the Drive for the Kids program receive a kit from RFK Project SEATBELT with bullying prevention materials to share with their students and parents, and the Town & Country vehicles will play a video speaking to bullying prevention on its in-car video monitor during the drives. More information about the Chrysler brand's support of the RFK Project SEATBELT bullying prevention initiative that began in 2013, can be found at www.projectseatbelt.org and [Chrysler brand's Facebook Page/Drive for Kids Tab](#) .

Since its inception, the national Drive for the Kids program has raised millions for education through test drives of the latest model Chrysler Town & Country minivan. With schools participating nationwide, the top five schools from designated regions with the most test drives at their individual Drive for the Kids events, taking place now through the end of 2014, will each receive \$5,000 through the Chrysler brand initiative.

About Drive for the Kids

Chrysler brand has long been committed to enriching the lives of students across America. Since 1993, the Chrysler brand and its dealers have worked with parents and educators in communities across the nation contributing over \$5 million directly to local schools for student needs. Participating schools receive a \$10 contribution from Chrysler brand on behalf of everyone who takes a brief test drive in a Town & Country minivan— the highest-ranking minivan in the 2013 J.D. Power U.S. Initial Quality StudySM—or another Chrysler brand vehicle available for test drive on the day of a test drive event. From playgrounds and field trips to reading programs and new computers, the Chrysler brand is proud of this tradition of community involvement.

About RFK Project SEATBELT

RFK Project SEATBELT (Safe Environments Achieved Through Bullying prevention, Engagement, Leadership & Teaching respect; projectseatbelt.org) is the bullying prevention initiative of the Robert F. Kennedy Center for Justice and Human Rights. In partnership with the Making Caring Common project at the Harvard Graduate School of Education and the Safe School Certification Program in Iowa, the initiative provides accessible, evidence-based resources to prevent bullying for parents, educators, and community members. The name SEATBELT, along with being an acronym, is a response to those who say bullying is an ingrained behavior that is unlikely to change, and a reference to the profound shift over the last few decades that has made putting on a seat belt in a car an automatic

behavior, where once it was considered optional. The initiative launched online in June 2013 at www.projectseatbelt.org.

Chrysler Brand

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

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