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Chrysler Canada: Windsor Assembly Plant Employees Spread Holiday Cheer as City's Largest Contributor to 2014 'Sparky's Toy Drive'

- Chrysler Canada's Windsor Assembly Plant employees fill five Dodge Grand Caravan and Chrysler Town & Country minivans with donated new toys valued at over \$30,000 for Windsor Firefighters' "Sparky's Toy Drive"
- Windsor Assembly Plant employee toy drive campaign enters 12th year
- 2014 contribution from Windsor Assembly Plant employees sets new record
- Sparky's Toy Drive provides toys to over 3,000 kids from roughly 1,200 families in Windsor-Essex County annually

November 19, 2014, Windsor, Ontario - Santa Claus and his reindeer won't be the only provider of toys to boys and girls this year in Windsor-Essex County. Chrysler Canada's Windsor Assembly Plant helped kick off the holiday season with five Dodge Grand Caravan and Chrysler Town & Country minivans filled with brand new toys valued over \$30,000 donated by plant employees for the Windsor Firefighters' annual "Sparky's Toy Drive."

"Giving to Sparky's Toy Drive has become an annual tradition for the employees of the Windsor Assembly Plant who take great pride in their ability to effectively carry out the community's largest toy drive," said Michael Brieda, Plant Manager, Windsor Assembly Plant, Chrysler Group LLC. "I'm proud to lead such a generous group of employees who do their part year-round to help those who are a little less fortunate in the Windsor-Essex area. This contribution will help the Windsor Firefighters achieve their goal of making the holidays brighter for children in this community."

This is the 12th year that employees have participated in Sparky's Toy Drive, representing the largest campaign to date. Gathered outside the Windsor Assembly Plant, plant management, members of the Windsor Fire Department, including "Sparky the Fire Dog," and Unifor local 444 members lent a helping hand as they loaded hundreds of toys into the minivans. In a parade fashion, the minivans left the plant for a special delivery to the Sparky's Toy Drive collection centre.

"I can't begin to thank the employees at the Windsor Assembly Plant enough for their donation to Sparky's Toy Drive year-after-year," said John McRae, Sparky's Toy Drive Coordinator, Windsor Fire Department. "There's no doubt that with their ongoing support as the biggest contributor to the toy drive, we're well on our way to bringing smiles to the children of local qualifying families with plenty of gifts to enjoy."

Since 2002, nearly 50 minivans full of toys valued at over \$160,000 have been donated by Windsor Assembly Plant employees, which have benefited roughly 36,000 children in need during this time of year.

The public is encouraged to help join the cause. New, unopened toys and cash donations can be dropped off at any Windsor Fire Station throughout the city between now and December 23rd.

About Dodge Grand Caravan

The Windsor-built Dodge Grand Caravan – the most awarded minivan ever – continues to lead the segment it created for the 31st year in a row with exceptional technology and class-exclusive features. With a starting Manufacturer's Suggested Retail Price (MSRP) of \$19,895, the Dodge Grand Caravan is one of the most affordable seven-passenger vehicles in Canada. Dodge Grand Caravan features the award-winning Pentastar™ 3.6-litre V6 engine that delivers best-in-class 283 horsepower, fuel economy ratings up to 9.4 L/100km (30 mpg) highway, or up to a 955 kilometre driving range. This IIHS Top Safety Pick also has more than 55 safety, security and technology features,

and a 5-year/100,000-kilometre powertrain warranty.

About Chrysler Town & Country

Canada's most luxurious minivan, the 2015 Chrysler Town & Country continues to offer the versatility and functionality it is known for providing customers with comfort, safety and innovative features. The first luxury minivan, the Windsor-built Chrysler Town & Country debuted in 1989. The 3.6-litre Pentastar™ VVT V6 engine is a three-time "Ward's Automotive "10 Best Engine" in the industry and produces 283 horsepower and 260 lb.-ft. of torque. The V6 is mated to the six-speed automatic transmission to maximize fuel efficiency and achieves up to 9.5 L/100 km (30 mpg) on the highway. With exquisite styling, a beautifully crafted interior, more than 55 standard and available safety and technology features, smart, cutting-edge entertainment features and clever seating and storage options, the Chrysler Town & Country delivers on the Chrysler promise to provide every owner a vehicle that satisfies their desires.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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