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FCA Canada: Pioneering Dodge Caravan Kids Minor Hockey Initiative Celebrates 10th Anniversary

- Dodge Caravan Kids helps teams and families reduce the cost of playing Canada's favourite game
- 2015-2016 hockey season marks Dodge Caravan Kids' 10th anniversary
- To date, Dodge Caravan Kids has provided over $6 million in funding to over 12,000 novice teams, helping over 180,000 kids enjoy hockey
- Visit DodgeCaravanKids.ca to sign up your team
- From grassroots to the big leagues, Dodge is also back as proud presenting sponsor of the Rogers Hometown Hockey 24-city weekend broadcast tour on Sportsnet

October 4, 2015, Windsor, Ontario - Six million dollars in funding, helping 12,000 novice teams and ultimately 180, 000 children. Those are the stand-out figures resulting from FCA Canada's celebrated Dodge Caravan Kids program, as it marks its milestone 10th anniversary this 2015-2016 hockey season.

Started in 2006, Dodge Caravan Kids is a joint effort between participating minor hockey associations throughout the country, FCA Canada and Chrysler, Jeep®, Dodge, Ram, Fiat retailers. The program provides up to $500 in funding and access to exclusive hockey benefits for novice-level hockey teams.

"We are delighted to be celebrating a decade of Dodge Caravan Kids, which helps to make hockey more affordable for hard-working Canadian families," said Reid Bigland, President and CEO, FCA Canada. "Connecting our award-winning Dodge Grand Caravan with this initiative makes good sense, as it is not only Canada's most affordable minivan, but also the vehicle you'll often find populating arena parking lots across the nation."

Each team enrolled via DodgeCaravanKids.ca also receives the opportunity to enter the Dodge Caravan Kids Photo Contest for a chance to win up to $500 in extra funding, plus the chance to win a 2016 Dodge Grand Caravan and $5, 000 for the team's local minor hockey association through the Dodge Caravan Kids Score and Win contest.

Dodge and Rogers Hometown Hockey

Moving from the grassroots to the big leagues, Dodge is also back as presenting sponsor of the Rogers Hometown Hockey tour. Broadcast on Sportsnet, it will again bring a weekend-long winter festival to 24 new Canadian communities and feature Canadian hockey broadcast icon Ron MacLean anchoring the Sunday broadcast with NHL Alumni, special guests and more.

Dodge will again be in all of the Hometown Hockey communities with a heated tent and the Dodge Stow 'N Go Challenge, where families and friends compete in a fun hockey-themed obstacle course for the fastest time of the day and great prizes. On Sunday, three families will compete in the new Dodge Family Face-Off, where parents or guardians dress in goalie gear from a Dodge hockey bag as fast they can for prizes, including gas cards and Dodge cheer gear. Visitors can also sign up for the above-mentioned Dodge Caravan Kids Score & Win Contest and catch Sunday's game on 60-inch TV screens.

In-broadcast, Dodge will celebrate local Dodge Caravan Kids teams each week and will present a special feature called 'Going Home' that will tell stories of NHL Alumni growing up in their hometown and learning to play the game of hockey.

About Dodge Grand Caravan

Built in Windsor, Ontario, the Dodge Grand Caravan has been Canada's number-one selling minivan for over 31 years and a Top 5 best-selling vehicle amongst over 300 nameplates. Dodge Grand Caravan offers an unprecedented level of functionality, convenience and more than 55 standard and available safety, security and technology features at an unexpected MSRP starting at $19,995. From its award-winning 3.6-litre Pentastar V6 engine, providing a best-in-class 283 horsepower and fuel economy of 9.4 L/100 km, to the segment-exclusive Super Stow 'n Go seating which is effortlessly stowed in less than five seconds, the Dodge Grand Caravan is the perfect vehicle for consumers of any age or family situation.

About FCA Canada Inc.

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is 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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