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FCA Canada Launches #MusicMonday Living Room Performance Series to Entertain and Encourage People to Pledge to Stay #TogetherAtHome for Loved Ones

- Starting tonight, Monday, April 13 and every Monday throughout the month of April, Alfa Romeo, Chrysler, Dodge, FIAT, Jeep® and Ram will launch #MusicMonday living room performances streamed live across each brand's individual Facebook channel via Facebook Live Watch Party at 7 p.m. ET.
- Artists include X Ambassadors,Dermot Kennedy and Ari Lennox
- Artists' acoustic performances to include interactive Q&A with fans using hashtag #TogetherAtHome
- Artists' performances are a way to support fans who are staying home, keeping themselves, their loved ones and their communities safe

April 13, 2020, Windsor, Ontario - FCA brands are coming together to bring comfort through music to all Canadians in the face of this global crisis and to encourage people to pledge to stay at home, when possible, for their health and the health of their loved ones. The weekly live performances via Facebook Live Watch Party will also include a Q&A, and other entertainment, from the artists' own living rooms into the homes of their fans. The weekly **#MusicMonday** living room performance series launches tonight, Monday, April 13 at 7 p.m. ET and is set to run at least through the month of April.

Using the hashtag **#TogetherAtHome**,the artist performances will be a show of support and solidarity to all fans who are staying home. For talent curation, FCA partnered with Interscope Records, known for talent diversity on its roster. The artists include X Ambassadors (April 13), Dermot Kennedy (April 20) and Ari Lennox (April 27).

"In times such as these, familiar songs of optimism have the power to inspire like nothing else," said Olivier Francois, Chief Marketing Officer, FCA. "We want to both connect and bring comfort through music to all Canadians as we face this crisis together. And also to encourage our community of owners, fans and followers to pledge to stay at home, when possible, for their health and the health of their loved ones."

In a show of solidarity, and reflective of the moment everyone is going through together, the artists will perform a stripped back set from their living room, focusing more on the performance and less on elaborate set production. Fans are encouraged to use the hashtags **#MusicMonday** and **#TogetherAtHome**. In addition to performing live, the artists will do a Q&A for fans.

Fans will be asked to pledge their support to stay at home, if possible, during the pandemic crisis, to do the right thing to keep themselves, their loved ones and their communities safe, until the crisis clears.

The half-hour performances will stream live via Facebook Live Watch Party at 7 p.m. ET across the Facebook channels of Alfa Romeo,Chrysler,Dodge,Jeep, FIAT and Ram,in addition to the artist's own Facebook page: X Ambassadors, Dermot Kennedy and Ari Lennox.

In addition, the full performances will be pulled into an IGTV series and across each brand's YouTube channel via a **#MusicMonday** playlist.

FCA Expands Efforts to Support Coronavirus Relief

In March, FCA announced that the company is in the process of converting its first plant to produce 1 million face masks per month for donation to first responders and health care workers. More recently, the company expanded its support of coronavirus-relief efforts,focusing on two principal areas: providing 1 million meals to school children

across North America and support for a range of technical, logistical and manufacturing programs, such as face mask production.

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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