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Life is Best When Teams Are Driven by Passion, Inspiration and Creativity

- Chrysler Group LLC promotes teamwork in company-wide, "by Celebration"-style contest inspired by the Fiat 500 (Cinquecento)
- Grand prize: winning department employees will receive access to the new 2012 Fiat 500 for one week with the car keys presented by Sergio Marchionne, Chrysler Group and Fiat S.p.A. Chief Executive Officer
- More than 80 handcrafted art canvases were created - representing more than 52,000 North America employees
- Five finalist teams selected today by guest judges
- Winners chosen by Fiat enthusiasts through Facebook voting, announced February 28

February 24, 2011, Auburn Hills, Mich. - Chrysler Group LLC employees are always encouraged to be passionate about achieving, embrace and cherish competition, and express their creativity - most recently in a company-wide, Fiat 500-inspired design contest. Corporate teams representing more than 80 departments and business centers in North America embraced the FIAT brand's values of creativity, personalization and self-expression by creating their own works of art - exemplifying what the "Life is best when driven by Celebration" Team Challenge meant to them.

"We are so proud of the effort and enthusiasm rallied by our employees through this contest," said Laura Soave, Head of FIAT Brand North America. "This shows what we are capable of as a company when teamwork, creativity and inspiration are blended together. Not only did the teams enthusiastically take on the challenge, but they really exceeded all our expectations."

Driven by Celebration

The contest was inspired by the FIAT brand platform, "Life is best when driven," which celebrates individuals who live life to the fullest. In addition, the team challenge allowed each department to collaborate on their entries in a friendly and competitive environment, while coinciding with the introduction of the new 2012 Fiat 500 (Cinquecento) to the North American market. The "Life is best when driven" platform encourages people to demonstrate how they are driven and inspired - by Passion, by Enthusiasm, by Wonder, and now by Celebration.

Embracing the creativity and self-expression within

Inspired by the more than 500,000 unique ways to personalize the new 2012 Fiat 500, each Chrysler Group department had 10 business days to individualize a 4-foot by 3-foot art canvas with the outline of the new Fiat 500. In addition to the canvas, each department team had to create a 2-3 minute video documenting the motivation and development behind their completed project.

Chrysler Group employees and contractors located in Mexico, Canada and the United States were encouraged to participate in the contest, and all departments - including all offices from Auburn Hills to the manufacturing facilities, to the parts distribution centers and everywhere in between - were represented in the final submissions.

A social competition won via social media

Helping to narrow down the creative talents of more than 80 departments' entries to five finalists were four guest judges who reviewed and voted on-site and from virtual locations. The judges included Laura Soave, Head of FIAT Brand North America; Roberto Giolito, Head of Fiat Style, Fiat Group, S.p.A.; Ralph Gilles, Senior Vice President of Product Design, Chrysler Group LLC; and Antonio "Shades" Agee, Detroit artist.

The five leading "by Celebration" canvases and the teams' corresponding behind-the-scenes videos will be posted on the FIAT USA Facebook page this weekend, Feb. 25 - Feb. 27, 2011 and the winning entry will be determined by Fiat

enthusiasts worldwide.

A world-class prize & experience

The winning department will receive access to new 2012 Fiat 500 model(s)* to experience for one week, with the keys presented by Chrysler Group and Fiat S.p.A. Chief Executive Officer, Sergio Marchionne. Additionally, the winning artwork will be included in a spread within Ricambi, the official publication of Club Fiat Lancia Unlimited (FLU).

* Number of vehicles used depends on department size.

About the New 2012 Fiat 500

With beautiful Italian styling, timeless functionality, efficient design and innovative technology - the same attributes that made the original version an icon - the new Fiat 500 is relevant for an entirely new generation of drivers.

Modernizing the successful formula from its past, the new Fiat 500 caters to an entirely new generation who want their vehicle to be as engaging, individualized, ecologically responsible and technologically savvy as they are.

The new 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger A-segment size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a driving and ownership experience unlike anything available today. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

About FIAT Brand

The FIAT brand is synonymous with modern, simple "Italian" design, and its models offer unique world-class technological solutions. The brand is known for the development of environmentally friendly cars, and its wide product range in Europe includes agile city cars, compact and midsize vehicles, station wagons and has been the source of many success stories such as the Fiat 500 (Cinquecento). For the last three years, FIAT was the lowest CO2 producer among Europe's best-selling automotive brands, and the Fiat 1.4-liter MultiAir turbo engine was named "Best New Engine of the Year" in 2010.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, followed by the Fiat 500C (cabrio) in Spring 2011.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar® and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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