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Chrysler Group Named to *HispanicBusiness* Magazine's Diversity Elite 60 for the Third Consecutive Year

- Prestigious list ranks leading organizations promoting Hispanic diversity in the workplace and in the community
- Company ranked in top tier of 60 leading organizations nationwide for promoting supplier diversity
- Recognition validates Company's commitment to diverse employees, customers and business partners

September 18, 2011, Auburn Hills, Mich. - Chrysler Group once again has been named to *HispanicBusiness* magazine's Diversity Elite 60, a list of the nation's top organizations that promote and model diversity in the workplace and in the community. This is the third consecutive year Chrysler Group has earned this recognition.

The 60 organizations included on the Diversity Elite 60 are ranked according to their performance on more than 32 variables that measure a company's commitment to Hispanic hiring, promotion, marketing, philanthropy and supplier diversity. Chrysler Group has improved consistently each year it has been included on the list, and as part of its overall score in 2011 ranked in the top tier of the 60 leading organizations for its programs promoting supplier diversity.

To compile its 2011 Diversity Elite Scorecard, *HispanicBusiness* received input from top Fortune 1000 companies, American subsidiaries of Global 500 companies, and large U.S. public and private companies. According to *HispanicBusiness*, companies on the Diversity Elite 60 list went well beyond workforce diversity initiatives and implemented strategies to reach more Hispanic customers and increase their businesses with minority- and Hispanic-owned suppliers.

"Companies on the list met or exceeded criteria in diversity measures including: board and leadership, recruitment, retention and promotion, marketing and community outreach and supplier diversity," *HispanicBusiness* noted.

The Diversity Elite 60 list for 2011 was revealed in the September issue of *HispanicBusiness*, which also included a major company profile of the Chrysler Group in a new section launched by the magazine called, The Diversity Partnership.

"This recognition is validation of Chrysler Group's enterprise-wide approach to diversity," said Nancy A. Rae, Senior Vice President, Human Resources, Chrysler Group LLC. "Chrysler Group is gratified that *HispanicBusiness* appreciates the value and substance of our commitment to diverse employees, customers and business partners."

About Chrysler's Leadership Commitment to Diversity and Inclusion

Chrysler historically has been a leader in promoting diversity throughout its enterprise. The Company was named one of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 12 times, and has been recognized five times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity and inclusion.

Since 2009, Chrysler Group has been named to *HispanicBusiness* magazine's annual Diversity Elite 60 list for implementing strategies to reach more Hispanic customers and to pursue more business with minority- and Hispanic-owned suppliers.

Early in 2010, CEO Sergio Marchionne assumed the role as executive sponsor of Chrysler's Global Diversity Council and reaffirmed the commitment of Chrysler's leadership team to the values and principles of diversity. "Culture is the

fabric that holds organizations together. It is not just an ingredient for success; it is the essence of success itself," Marchionne wrote. "This is why my leadership team and I are committed to creating an atmosphere where all of our people feel respected and valued, because every person plays an important role in shaping our future, including employees, our supply base, our marketing and our dealer network. Chrysler Group LLC and its people have a future with promise. We will reach the full measure of that promise only as one, united diverse team."

In March 2011, the editors of *DiversityInc* magazine named Chrysler Group to the magazine's 2011 list of "Top 50 Companies for Diversity." This coveted annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders. This was the fifth year since the list was established in 2001 that Chrysler has been included.

In April 2011, Chrysler Group was named among nation's "Top Supporters" of Engineering Programs of Historically Black Colleges and Universities, recognizing the Company's efforts in developing, recruiting and hiring talented students pursuing technical careers at the nation's minority-serving institutions.

About Hispanic Business Media

Now celebrating thirty years as an award-winning publishing and information services company, Hispanic Business Media is the nation's leading source of information for and about Hispanic professionals and entrepreneurs. Hispanic Business magazine is the company's flagship publication. Other entities include www.HispanicBusiness.com, www.HireDiversity.com, HispanTelligence®, and Hispanic Business Events including the Entrepreneur of the Year Awards Gala (EOY) and the Woman of the Year Awards Gala (WOY).

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, SRT, Fiat and Mopar 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 that dates back to its founding in 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, Dodge Challenger and Ram 1500. 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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