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## **Red Wings and Chrysler Group LLC Extend Partnership Agreement**

*Long-standing Relationship Will Continue to Unite Two of the Motor City's Most Accomplished Organizations*

September 27, 2011, Detroit - The Detroit Red Wings and Chrysler Group LLC today announced that the two iconic Detroit organizations have extended their partnership agreement for the 2011-12 NHL campaign. The longest-running automotive member of the Red Wings' corporate partnership family, Chrysler Group's in-arena presence at Joe Louis Arena will be greatly enhanced as part of this new agreement, with several exciting new partnership elements also set to be implemented throughout the coming season.

"Chrysler Group has been a tremendous partner for the Red Wings over the years and we're very pleased to be extending and expanding our relationship with them," says Olympia Entertainment President Tom Wilson. "Both of our brands have been a source of pride and inspiration for the people of Detroit and we look forward to continuing to be joint symbols of the city's resurgence moving forward."

As title sponsors of the traditional Three Stars of the Game ceremony at JLA, Metro Detroit Ram dealers will present randomly-selected fans with autographed sticks upon the conclusion of the post-game ritual in 2011-12. Ram is also now designated the Official Truck of the Red Wings; a three-time recipient of Motor Trend magazine's Truck of the Year Award, the Warren, Michigan-built vehicle will be a mainstay on the ice at The Joe as part of intermission-staged fan vehicle rides. Chrysler Group will also be presenting intermission promotions such as the ever-popular Score-O showdown as well as a variety of new activities and contests set to engage and entertain citizens of Hockeytown in attendance at Red Wings home games this season.

"We are pleased to continue our relationship with the Detroit Red Wings organization. This collaboration demonstrates teamwork at its finest, as each party represents passion, hard work and determination," says John Plecha, Director of the Great Lakes Business Center, Chrysler Group LLC. "We are also honored that Ram has been named the 'official truck' of the Detroit Red Wings."

### **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®, SRT® 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 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.

### **About The Detroit Red Wings**

The Detroit Red Wings hockey club, an Original Six member of the National Hockey League and 11-time Stanley Cup Champion, was purchased by Michael and Marian Ilitch in 1982. Other Ilitch companies in the food, sports and entertainment industries include: Little Caesars Pizza, Blue Line Foodservice Distribution, Ilitch Holdings, Inc., Olympia Entertainment, Olympia Development, Little Caesars Pizza Kits Fundraising Program, Champion Foods and Uptown Entertainment. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns the MotorCity Casino Hotel. For

more information, visit [www.DetroitRedWings.com](http://www.DetroitRedWings.com).

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