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Sergio Marchionne to Serve as Campaign Chair for the United Way for Southeastern Michigan in 2012

January 5, 2012, Auburn Hills, Mich. - Sergio Marchionne, Chairman and CEO of Chrysler Group LLC, will serve as Campaign Chair for the United Way for Southeastern Michigan (UWSEM) 2012 campaign. As Campaign Chair, Marchionne will be the face and voice of the UWSEM fundraising and education efforts and will lead the recruitment of leaders within Southeast Michigan to serve as members of his cabinet, which will work to promote the growth and impact of the campaign among businesses and individuals.

Marchionne's tenure as Campaign Chair began on January 1 and concludes on December 31, 2012.

"Chrysler Group and the United Way have nurtured a longstanding relationship built upon the shared goal of contributing meaningfully and sustainably to people and communities in need," Marchionne said. "At the center of this strategy is the belief that we are all connected and must work to advance the common good -- we all succeed when a child succeeds in school, when families are financially stable, and when people and communities are healthy."

"As this year's Campaign Chair, Sergio Marchionne brings high-caliber thought leadership to our organization at a critical time," said Michael J. Brennan, President and CEO, United Way for Southeastern Michigan. "Both United Way and Chrysler Group have undergone dramatic transformations in recent years. We recognize the parallel need to transform the region through our mutual commitment to furthering the work of United Way's Agenda for Change impact areas—Education, Financial Stability and Basic Needs. We are very fortunate that Mr. Marchionne is leading the 2012 Campaign."

About Chrysler Group's longstanding partnership with the United Way

Chrysler Group's longstanding partnership with the United Way is focused on three key areas critical to long-term regional success:

1. Education – that people are ready to succeed

United Way has embarked on an aggressive initiative to turn around high schools so that they graduate at least 80% of their students by 2018. The goal of UWSEM's Early Education initiative is to have 80% of children entering kindergarten ready to succeed.

2. Income – that people are financially self-sufficient and secure

United Way is increasing stability across the region by helping families become financially stable by providing pathways to jobs, financial coaching and access to benefits.

3. Basic Needs – that people are supported in times of crisis

United Way is helping to reduce hunger in target communities by connecting our region's organizations, individuals and families with the information and resources needed to increase access to quality nutritional food. The organization is helping 80,000 children access three meals per day through systematically increasing utilization of child-based food programs.

By focusing on these building blocks for a better life – Education, Income and Basic Needs – we build a stronger region, and a stronger future for our state.

In 2011, through the generosity of Chrysler Group employee pledges, including UAW and CAW represented

employees, more than \$4.6 million was donated to United Way campaigns in the U.S. and in Canada. In addition, during the year hundreds of Chrysler Group employees volunteered thousands of hours to support United Way agencies and activities - from Pontiac to Detroit, Warren, Fraser and more communities in the state where their time and resources were needed to help others.

About United Way for Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community. United Way provides opportunities to invest in the metropolitan Detroit community through its annual Campaign and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness. Additional information is available at www.LiveUnitedSEM.org.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish 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 and Town & Country, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. 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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