

Chrysler Group LLC Hosts Dealers at Announcement Show

September 9, 2012, Auburn Hills, Mich. - Chrysler Group LLC today hosted more than 2,600 dealers from the United States and around the world at its 2012 Dealer Announcement Show in Las Vegas.

More than 80 percent of Chrysler Group's NAFTA region dealers were joined by many of their counterparts in Europe, Asia-Pacific and Latin America as well as leading suppliers.

In all, there were 6,000 attendees from 51 countries. Dealers in attendance represented more than 90 percent of Chrysler Group sales in the U.S.

Chrysler, Jeep®, Dodge, Ram, SRT, FIAT and Mopar® dealers enjoyed a preview of 66 future products, heard directly from Chrysler Group Chairman and CEO Sergio Marchionne, and inspected many of the forthcoming models in the Product and Technology Salon. All the brand CEOs addressed the dealer gathering.

"We are less than two years away from having an almost completely rejuvenated product lineup compared to what we could offer customers when we began this journey in June 2009," Marchionne told the dealer gathering in his keynote address today.

The 66 reveals today more than doubles the 29 vehicles that were shown to dealers two years ago in Orlando.

"We last got together in such large numbers some two years ago in Orlando, in what were at the time some very different circumstances," he said.

In Orlando the company made a very simple proposition, "an exchange of a promise for a promise – simple, straight, uncomplicated," he said.

"The leadership team and I promised to deliver all the products we had shown you that day and to execute all the development plans we had talked about, at competitive quality levels and with adequate marketing support, in exchange for your commitment to deliver our growth objectives, to comply with our dealer standards, to invest in our brands and to adopt commercial practices that treat our products and our customers with the dignity they deserve," Marchionne said.

"I want to express my sincere appreciation to you for upholding your end of the bargain," he told the dealers. "You did so, despite the hard times and the uncertainty that surrounded our fate."

In Las Vegas, Chrysler Group wowed its dealers as the new vehicles bearing Chrysler, Jeep, Dodge, Ram, SRT, FIAT, Alfa Romeo and Mopar® brand badges crossed a two-tier stage.

"Two years ago, we had been through very difficult times, so we were very cautious and the meeting was very businesslike," recalls David Kelleher, Chairman of Chrysler Group's 2012 National Dealer Council. "Trust is earned and today we have a productive, respectful relationship. We now have two years of accomplishments underneath us and both parties are resolute in accomplishing a great deal more."

The dealers are taking a moment to celebrate, but then it's right back to work, Kelleher said.

Marchionne told the dealers they are vital to Chrysler Group's success and that he deeply appreciates the work they have done to help the company reconnect with its customers.

"I speak for our entire team when I say that I understand, and value, all you have done to help us transform Chrysler," Marchionne told the dealer gathering. "My ambition today is to renew our promises to each other as we embark on the next leg of this journey."

Chrysler Group is back, stronger, more dynamic and more creative than ever, Marchionne told the dealer group.

"This is what we do. We build cars and trucks – solid beautiful vehicles that customers want to buy," he said.

The new vehicles that dealers saw today "represent our firepower for the years to come," he said. "We are moving at breakneck speed because the intense competitive environment demands it. We have created a lean organization for speed as well as accountability."

Chrysler Group's leadership team has embraced a performance culture that "allows us to respond swiftly to opportunities and make decisions faster than before," Marchionne said. "But outstanding products, with great design and world-class quality, will not be enough by themselves to guarantee success."

"We cannot afford to stop now, we cannot afford to rest," Marchionne said. "We need to stay focused and engaged in order to remain on track. We need to continue to execute."

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