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Dodge Brand to Present the 'Final Tour' of Iconic Rock 'n' Roll Band Motley Crue

January 30, 2014, Auburn Hills, Mich. - After more than three decades together, iconic rock 'n' roll band Motley Crue announced its "Final Tour." This will be the last chance to ever see the band perform live. The Dodge brand is the presenting sponsor of the tour, which begins this summer.

Motley Crue made the announcement in Los Angeles earlier this week where the band signed a formal "Cessation of Touring Agreement," effective at the end of 2015, before celebrating the announcement with performances on ABC's Jimmy Kimmel Live (Tuesday) and CBS This Morning (Wednesday). The "Final Tour," presented by Dodge and produced by Live Nation, will kick off in North America July 2 in Grand Rapids, Mich., and reach 72 markets before hitting international cities in 2015. Rock legend Alice Cooper will join Motley Crue as a special guest for an incredible music package.

"Whenever I talk to people about Motley Crue, the common thread is how cool and relevant the band remains even after 33 years," said Tim Kuniskis, President and CEO, Dodge Brand, Chrysler Group LLC. "This irreverent 'staying power' resonates deeply with the Dodge brand as we turn the corner on our 100 year anniversary. What better way to celebrate the band's final tour and the 25th anniversary of 'Kickstart My Heart' than to do it together?"

Dodge has used the band's hit single "Kickstart My Heart" in three 30-second commercials for the Charger and Challenger as the energy of the song and band captures the spirit and energy of the brand. "Uncle," "Dream Job" and "Engine Note" can be seen on the brand's YouTube channel, www.youtube.com/dodge.

With more than 80 million albums sold, Motley Crue has sold out countless tours across the globe and spawned more than 2,500 Motley Crue branded items sold in more than 30 countries. The band has proven they know how to make a lasting impression and this tour will be no different: fans can expect to hear the catalog of their chart-topping hits and look forward to mind-blowing, unparalleled live production. "When it comes to putting together a new show we always push the envelope and that's part of Motley Crue's legacy," explains Nikki Sixx (bass). "As far as letting on to what we're doing, that would be like finding out what you're getting for Christmas before you open the presents. We think in an age of too much information, we'd like to keep some surprises close to our chest until we launch the Final Tour."

For a list of tour dates and more information on the tour, go to <http://bit.ly/MotleyCrueTheFinalTour>.

About Dodge Brand

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building on the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s as it paves the road to its future. New for 2014, the Dodge Durango "is kind of a big deal," with a new eight-speed transmission that delivers up to 25 miles per gallon (mpg) on the highway, a new 8.4-inch Uconnect infotainment center and best-in-

class power, towing, and driving range, in addition to its class-exclusive technology. The new Durango joins a stable that includes the new 2014 Dodge Dart with its breakthrough 2.4-liter 184-horsepower Tigershark engine, and the celebrated 2014 Dodge Avenger. Both earned 2014 Top Safety Pick status from the Insurance Institute for Highway Safety (IIHS). Completing the 2014 Dodge lineup are the Challenger, Charger, Journey and 30th Anniversary Grand Caravan. The Dodge lineup features five vehicles with best-in-class power, seven vehicles that deliver 25 mpg or higher, three vehicles that deliver 31 mpg or higher and three vehicles that offer seating for seven.

About Motley Crue

Hailing from Los Angeles, Calif., the quartet — Vince Neil (vocals), Mick Mars (guitars), Nikki Sixx (bass) and Tommy Lee (drums) — has commandeered the rock pantheon for over 30 years. In that time, they have accumulated worldwide album sales exceeding 80 million, seven platinum or multi-platinum albums, 22 Top 40 mainstream rock hits, six Top 20 pop singles, a star on the Hollywood Walk of Fame, three Grammy nominations, four New York Times bestsellers (including the band's biography, "The Dirt") and countless sold out tours across the globe, playing to millions of fans. Motley Crue was the first rock band in history to have completed an epic sold-out Las Vegas residency at The Joint at Hard Rock Hotel & Casino. The band continues to remain on the forefront of entertainment reinventing themselves via not only their music but also their mind blowing live shows featuring never seen before elements, such as Tommy Lee's 360 drum roller coaster.

About Live Nation Entertainment

Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of four market leaders: Ticketmaster, Live Nation Concerts, Artist Nation Management and Live Nation Media/Sponsorship. For additional information, visit www.livenation.com/investors.

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