

Stellantis at 2022 Detroit Auto Show: Virtual Auto Show Welcomes Users to Participate From Any Location

- Consumers will enjoy a unique online opportunity, showcasing new products and technology at the Detroit Auto Show even if they are unable to attend in person
- Virtual brand ambassador provides interactive tour for online visitors, guiding viewers through visual and interactive experiences
- Visitors can learn about Stellantis' technology and products from the innovative people who create, engineer and design them

September 14, 2022, Auburn Hills, Mich. - For auto show fans who can't travel to the first-ever, indoor/outdoor Detroit Auto Show at Huntington Place & Hart Plaza, hosted by the NAIAS, Stellantis has created a virtual world and is providing an alternative approach to make it easy to see the newest vehicles from Chrysler, Dodge, Fiat, Jeep®, Ram and Alfa Romeo. The virtual auto show will highlight the company's newest technologies via highly detailed interactive product tours. Users can venture through a computer-generated, visually immersive experience with video explanations. Users will experience mobile device enhancement for an improved user experience, two additional augmented reality modules for Dodge, Jeep, several vehicle models and packages.

Users can opt for a guided tour hosted by a virtual brand ambassador who curates information depending on user preferences. The tour gives users a deeper understanding of Stellantis' products and technologies through a 3D experience, which includes the full lineup of vehicles.

At any point during the experience, guests may opt for a self-guided tour. The user-controlled 3D environment allows viewing from various angles on vehicles, such as the new [Grand Wagoneer](#) and [Alfa Romeo Giulia](#) along with the all-new [Jeep Grand Cherokee 4xe](#) plug-in hybrid. Additionally, the viewer may select any of the vehicles for a deep dive into the technology and product applications. An easy-to-use global navigation contains quick links to specific areas.

Virtual auto show attendees can also register in a sweepstake for a chance to win a credit of up to \$100,000 toward the purchase of a new Chrysler, Dodge, Jeep, Ram or Fiat vehicle. Sweepstake winners will be chosen in a random drawing and is open to anyone 18 years or older with a valid driver's license.

Stellantis looks forward to providing a hands-on experience for Detroit Auto Show attendees who cannot attend in person. This unique virtual tour allows the company to share its newest vehicle offerings and the technology within. The interactive site, www.stellantisVASDetroit.com, launches on September 14 and will remain open to help consumers learn more about Stellantis products.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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