

Chrysler Group LLC Invites Dealers to Fiat Experience

- About 600 Chrysler Group LLC dealers invited to the Fiat Experience
- Chrysler Group to present details on Fiat retail network plans
- Interested dealers to submit Fiat dealership proposals in September
- Dealers to be chosen for Fiat franchises in early October

August 8, 2010, Auburn Hills, Mich. - Chrysler Group LLC has invited about 600 of its dealers to attend the Fiat Experience on Aug. 30 in Detroit as it takes another step closer to reintroducing the Fiat brand, starting with the new Fiat 500, in the United States later this year.

The approximately 600 dealers were informed today that they are in one of the U.S. markets where Chrysler Group is currently planning representation for the Fiat brand. Chrysler Group has identified 119 markets in the U.S. with strong small-car registrations and growth potential in the small-car segment over the next five years.

The Fiat Experience will provide the dealers with a comprehensive overview of Chrysler Group's plans for Fiat in the U.S. Dealers may submit proposals for a Fiat franchise through Sept. 22.

"The requirements for Fiat are straightforward: separate sales and display at launch, transitioning to a full dealership facility as the volume grows," said Peter Grady, Chrysler Group's Vice President of Network Development and Fleet. "Our goal is to establish a retail network appropriately sized to serve the market opportunity."

The email was sent to dealers today from Grady and Laura Soave, Head of Fiat North America.

Chrysler Group, in selecting its Fiat dealers, will consider a number of measures, including:

- Dealer sales performance
- Plan for a separate Fiat facility
- Comprehensive marketing plan
- Compliance on dealer standards
- Proper capitalization

Chrysler Group will announce its Fiat dealers in the fourth quarter.

Current U.S. Fiat Market Considerations - By State

Alabama

Birmingham

Arkansas

Little Rock

Arizona

Phoenix

Tucson

California

Los Angeles

Orange County

Palm Springs

Riverside
San Diego
San Fernando
San Gabriel
Ventura County
Concord
Oakland
Sacramento
San Francisco
San Jose
San Rafael

Colorado

Denver

Connecticut

Bristol
Hartford
Bridgeport
Stamford
New Haven

Delaware

Wilmington

Florida

Daytona Beach
Ft. Lauderdale-Broward
Fort Myers
Jacksonville
Miami-Dade
Orlando
Sarasota
St. Petersburg
Tampa
New Port Richey
Winter Haven
Palm Beach
Bradenton
Venice
Melbourne

Georgia

Atlanta
Newnan

Hawaii

Honolulu

Illinois

Chicago South
Chicago Central
Chicago North
Chicago West
Collinsville

Indiana

Indianapolis
Gary

Kansas

Kansas City

Kentucky

Louisville

Louisiana

New Orleans

Massachusetts

Boston
Springfield
Worcester

Maryland

Baltimore
Frederick
Washington

Maine

Portland

Michigan

Detroit

Minnesota

Minneapolis

Missouri

St. Louis

Nebraska

Omaha

Nevada

Las Vegas

New Jersey

Bergen- Passaic
Essex N. Union
Mid Union
Morris
Flemington

New Mexico

Albuquerque

New York

Bronx
Brooklyn
Manhattan
Nassau
Queens
South Hampton

Spring Valley
Staten Island
Suffolk
Westchester
Albany
Buffalo
Rochester
Newburgh

North Carolina

Charlotte
Raleigh/Durham

Ohio

Cincinnati
Columbus
Dayton
Cleveland
Akron
Toledo

Oklahoma

Oklahoma City
Tulsa

Oregon

Portland

Pennsylvania

Allentown
Philadelphia
Greensburg
Pittsburgh

Puerto Rico

Rhode Island

Providence

Tennessee

Chattanooga
Memphis
Nashville

Texas

Austin
Houston
San Antonio
Dallas
Fort Worth
El Paso

Utah

Salt Lake City

Virginia

Fredericksburg

Hampton
Norfolk
Richmond
Fairfax

Washington

Seattle
Tacoma

Wisconsin

Milwaukee

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