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Chrysler Group LLC Continues to Support Diversity, Scholarship and Leadership Through Sponsorship of the National Student Case Competition

- Unique annual event enables MBA candidates from 28 of the nation's leading business schools to compete for scholarships
- Company has been exclusive sponsor of the competition since 1995
- University of Southern California (USC) wins 2010 competition

September 29, 2010, Auburn Hills, Mich. - MBA candidates from 28 of the nation's leading business schools competed for \$35,000 in scholarships in the 2010 National Student Case Competition, sponsored by Chrysler Group LLC.

The National Student Case Competition is a unique, annual event designed to give high-powered student teams an opportunity to demonstrate their knowledge and problem-solving skills in a formal competition. Teams are given a hypothetical business case from which they develop business solutions. Each student team then prepares and presents its case before a panel of experienced business executives. Teams are judged on their analysis of the case, the feasibility of their recommendations and the quality of their presentation.

The competition is held as part of the National Black MBA Association's Annual Conference and Exposition, which was held this year September 21-25 in Los Angeles. Chrysler has been the exclusive sponsor of the National Student Case Competition since 1995.

"Programs like the National Student Case Competition enable Chrysler to identify the talented future business leaders Chrysler will need to sustain its success," said Nancy Rae, Senior Vice President of Human Resources, Chrysler Group LLC and Chair of the Company's Global Diversity Council.

"Over the years, Chrysler has enabled more than 1,300 students to present their analyses and recommendations to real-world problems during the National Student Case Competition," said Lisa J. Wicker, Director -- Talent Acquisition, Global Diversity and Training & Development, Chrysler Group LLC. "This competition has evolved into the premier showcase event for student achievement and an important way Chrysler demonstrates its continuing commitment to diversity, scholarship and leadership."

This year, the students from the University of Southern California took home the first place trophy as national champions of the competition and \$15,000 in scholarships money. The winning team members were Jason Watkins, Kim Brown, and Gordon Hallman, all MBA students at USC. The second and third place teams represented the University of Michigan and Babson College (MA), whose members earned \$12,000 and \$8,000 in scholarships respectively.

"The students displayed an impressive grasp of global business dynamics as it relates to this year's challenging case study," Wicker said. "In particular, the students from USC delivered a sound analysis and unique solution to capture first place."

Chrysler's Leadership Commitment to Diversity

Chrysler historically has been a leader in promoting diversity throughout its enterprise. The Company was named one of the "100 Best Companies for Working Mothers" by *Working Mother* magazine 12 times, and has been recognized four times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity. In 2009 and 2010, Chrysler was named to *Hispanic Business* magazine's prestigious Diversity Elite 60, for implementing strategies to reach more Hispanic customers and to pursue more business with minority-

and Hispanic-owned suppliers.

Early in 2010, CEO Sergio Marchionne assumed the role as executive sponsor of Chrysler's Global Diversity Council and reaffirmed the commitment of Chrysler's leadership team to the values and principles of diversity.

"Culture is the fabric that holds organizations together. It is not just an ingredient for success; it is the essence of success itself," Marchionne wrote. "This is why my leadership team and I are committed to creating an atmosphere where all of our people feel respected and valued, because every person plays an important role in shaping our future, including employees, our supply base, our marketing and our dealer network. Chrysler Group LLC and its people have a future with promise. We will reach the full measure of that promise only as one, united diverse team."

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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