

Contact: Jordan Wasyluk
LouAnn Gosselin

Chrysler Canada Takes Centre Ice with Dodge and RAM as the Official Automotive Sponsor for 2011 MasterCard Memorial Cup

May 18, 2011, Toronto, Ontario - Chrysler Canada is proud to showcase the Dodge and Ram brands as the official automotive sponsor for the 2011 MasterCard Memorial Cup running May 19-29 at the Hershey Centre in Mississauga, Ontario.

The MasterCard Memorial Cup is an important part of Chrysler Canada's partnership with the Canadian Hockey League (CHL) and sponsorship of amateur hockey across Canada. Throughout the 10-day event, select nine-year-old Dodge Caravan Kids minor hockey league teams will have the opportunity of a lifetime to play in the MasterCard Memorial Cup. During the intermission of Games 3, 4 and 6, Dodge Caravan Kids' teams will compete on the same ice and in front of the same crowd as the CHL teams. Also, every participating team will receive tickets to the CHL National Awards Ceremony to be held on May 28.

"We are proud of our involvement in minor hockey throughout Canada and of our partnership with the Canadian Hockey League," said Reid Bigland, President and CEO, Chrysler Canada. "We are also proud to be able to give some of our nine-year-old Dodge Caravan Kids the opportunity to experience the Memorial Cup like only a player can."

As the official automotive sponsor of the 2011 MasterCard Memorial Cup, Chrysler Canada will have 12 Dodge and Ram vehicles on display throughout the arena, including a Dodge Grand Caravan, Ram Truck, Dodge Journey, Dodge Charger and Dodge Challenger. In addition, there will be a Dodge Caravan Kids Exhibit located in the Pepsi Fun Zone, where fans of all ages will be able to take part in a Dodge Grand Caravan "Stow 'n Go® Challenge" interactive game for a chance to win fun prizes.

The Ontario Minor Hockey Association (OMHA) Events Team will also be on hand at the Dodge Caravan Kids Exhibit with interactive games plus information on program registration for the upcoming 2011-2012 season. Fans will also be able to enter the Dodge Caravan Kids contest for a chance to win an all-new 2011 Dodge Grand Caravan plus a \$10,000 donation to the winner's local minor hockey association.

This year's tournament also marks the return of the "Ram Zamboni" that will reflood the ice surface for every game. The machine is a vibrant red Zamboni with a Ram Truck grille and Ram Truck logo's on all sides.

About Dodge Caravan Kids

Founded in 2006, the Dodge Caravan Kids program is a joint effort between participating amateur hockey organizations throughout the country in partnership with Chrysler Canada and Chrysler, Dodge, Jeep, Fiat and Ram retailers across the country. The program aims to keep the cost of playing hockey down for families, by providing sponsorship funding to novice house league teams. At present, there are over 1,350 Dodge Caravan Kids teams throughout Canada.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 86th anniversary in 2011. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep®Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. 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. 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.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>