

Chrysler Group Announces Ignite as its Lead Social Media Agency

August 15, 2011, Auburn Hills, Mich. - Chrysler Group LLC announced today that it has named Ignite Social Media as its lead social media agency. Ignite Social Media will work extensively with Chrysler Group's marketing communications team on the strategic planning, development and production of the Ram Truck, Dodge, Chrysler, Jeep® and Fiat brand's social media initiatives.

"Social media continues to play an integral role in our marketing and advertising efforts as it connects each brand directly to their consumer and enables us to develop a relationship with them," said Olivier Francois, President and CEO, Chrysler Brand and Lead Executive for Marketing, Chrysler Group LLC. "Carried out in the right manner social media can engage the consumer to the point where they want to not only participate in the conversation but to lead it and encourage others to do the same."

"This is clearly a significant day for our company," said Jim Tobin, president of Ignite Social Media. "Four years ago, we set out to build a very different kind of agency to help companies like Chrysler Group LLC reach their customers and prospects through social channels. We're thrilled to do exactly that for these great brands."

Ignite Social Media is headquartered in Raleigh, N. C. and has an office in Birmingham, Mich.

About Ignite Social Media

Ignite Social Media was founded in July 2007 as "the original social media agency.(™)" The agency takes a holistic approach to social media marketing by bringing together staff experienced in public relations, advertising, web development and search engine optimization in a new way. Learn more at <http://www.ignitesocialmedia.com>.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep®,

Dodge, Ram, Mopar®, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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