

Contact: Dianna Gutierrez

Kelley Enright

**2012 World Summit of Nobel Peace Laureates Speech: Olivier Francois - Chief Marketing Officer, Chrysler Group LLC and Fiat Group Automobiles President and Chief Executive Officer, Fiat Brand Worldwide**

OLIVIER FRANCOIS

Introduction of Video

Chicago Symphony Orchestra Hall

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Ladies and gentlemen, I'm humbled and proud to be here with you today. But as I look around this room, I also feel remarkably at home.

It has been my privilege to meet and get to know many of you during the past three editions of the Summit, in Paris, Berlin and Hiroshima.

Chrysler's partner, Fiat already was a sponsor of those summits. Our European Lancia brand, as part of its involvement, decided to join hands with the Laureates in a campaign to win the release of Mrs. Aung San Suu Kyi. And our whole company was overwhelmed with joy and, even a certain feeling of pride, as Mrs. Suu Kyi was finally released from prison during the 2010 Laureates Summit.

But, if I keep looking around, I see another friend, Mr. Sean Penn. Sean is, before all, a "Friend of HAITI" and, through our JEEP Brand, we decided, two years ago, to donate vehicles for transportation of the staff and delivery of goods and this is how the Fiat and Chrysler Group became involved with Sean and the J/P HRO.

Now today, everything seems to come together...I'd almost say "magically" as the Nobel Laureates honor Sean Penn with the 2012 Peace Summit Award.

So, let me ask you:

Is this just more proof that it is a small world? Is it just a happy coincidence? I believe it is neither.

What it really represents is a story about shared values. Values are what bind a family together and shared values are what have brought us together at the Summit.

Values such as mutual respect, recognition of basic rights, a thirst for justice, compassion for those who suffer and a commitment to the non-violent resolution of conflicts.

Now, you may wonder: Why would FIAT and Chrysler support these values?

Why would THEY believe it is part of their mission ... to help the Nobel Peace Laureates ... Sean Penn ... and others, to create a better world?

Is it just a marketing strategy to sell cars? No. Our reasons go deeper. But yes, they do square with solid business thinking.

The French philosopher Albert Camus wrote: "To be born, to create, to love, to win at games is to be born to live in a time of peace. But war teaches us to lose everything and become what we are not."

It is common sense that happy people are more likely to buy a new car. It may be true that money can't buy you love,

or happiness, but a certain level of prosperity is still part of attaining a sense of well-being.

And in my opinion, peace, together with freedom, IS the glue that holds happiness and prosperity together.

You know, the lives of our corporations are traditionally based on long-term business plans. So, let me ask you, why wouldn't peace become part of the long term business plan?

And why wouldn't some of the company's resources also be invested in supporting those people who strive for these goals?

During the three days of this conference, we have heard that the cause of advancing peace is a responsibility that does not just fall on governments.

The quest for peace has no finish line, and each of us must work for the cause in our own way.

At Fiat and Chrysler, we couldn't agree more, so, we have decided to invest and support peace, to invest in supporting the Summit.

And, with the assistance of the Nobel Laureates, we have, also this year, put together a video which has the humble ambition to spread their message of a shared hope for the future.

#### **VIDEO LINK**

To view the video referenced in this speech, visit - <http://www.jeep.com/en/world-summit-nobel-peace>

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