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## **Chrysler Group LLC Introduces Hispanic Media Newsroom**

July 2, 2012, Auburn Hills, Mich. - Chrysler Group LLC today launched a Hispanic media newsroom to better serve the needs of Hispanic journalists living in the United States.

The newsroom will be integrated into the Chrysler Group main media site ([www.media.chrysler.com](http://www.media.chrysler.com)) and will provide relevant press releases and fact sheets in Spanish.

"As the Hispanic population in the United States continues to grow, it is very important for our company to communicate not only with our Hispanic customers, and the media that serves their needs," Gualberto Ranieri, Senior Vice President - Communications, Chrysler Group, said.

According to the United States Census Bureau, the Hispanic population has increased from 35 million in 2000 to 50 million in 2010. Yet with these vast numbers, there are few automotive media sites that cater to Spanish-speaking journalists.

"Hispanic journalists in states such as California and Florida have expressed their desire to access well-written, current news in Spanish that is relevant to the U.S. market," Ranieri said. "We are confident that our Hispanic media newsroom will offer them a simple and effective solution to access our most relevant news."

The Hispanic media newsroom can be accessed by simply clicking the "En Español" icon located on the upper right side of the media website. A subscription option also is available to site viewers by clicking the "rss" icon located in the upper right-hand corner.

The launch of this newsroom compliments other Hispanic-oriented initiatives such as the "A Todo, Con Todo" Ram Brand marketing campaign or the ongoing support to the Hispanic Scholarship Fund (HSF), the nation's largest provider of college financial aid for Latino students.

### **About Chrysler Group's Leadership Commitment to Diversity and Inclusion**

In 2011 and 2012, the editors of DiversityInc magazine named the Chrysler Group to the magazine's list of "Top 50 Companies for Diversity." This coveted annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders.

The Chrysler Group was named one of the "100 Best Companies for Working Mothers" by Working Mother magazine 12 times and has been recognized six times by the Human Rights Campaign Foundation as one of the country's leading corporations supporting diversity and inclusion. The Chrysler Group also has been named to HispanicBusiness magazine's annual Diversity Elite 60 list for implementing strategies to reach more Hispanic customers and to pursue more business with minority- and Hispanic-owned suppliers.

Over the years, a long line of Chrysler Group employees have received important professional recognition from various diversity organizations, including Black Engineer of the Year, Women of Color, HENAAC Great Minds in science, technology, engineering and math (STEM) and others, reflecting the Company's strong commitment to developing its diverse work force.

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