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Chrysler Group and Kaiser Permanente Bring Passion for Health and Wellness to Promote Healthier and More Sustainable Multicultural Communities; They Ask: How Fit Is Your Community?

- Companies to create an interactive health pavilion experience at Excellence in Journalism conference
- Pavilion will feature health, nutrition, and exercise education programs in an engaging demonstration of best practices in health and wellness
- Partnership enables both companies to bring their passion for health and wellness beyond their corporate walls to raise awareness about health disparities in multicultural communities

August 20, 2013, Auburn Hills, Mich. - Chrysler Group LLC, in partnership with Kaiser Permanente and the National Association of Hispanic Journalists (NAHJ), will host an interactive health and wellness pavilion at the Excellence in Journalism national conference in Anaheim, Calif., August 24-26, 2013. More than 1,500 journalists are expected to attend the convention.

Kaiser Permanente, a recognized health and wellness leader and advocate, will bring its tremendous expertise to this engaging and interactive experience, which will touch many key areas of health and wellness, including screenings, exercise, food and nutrition, health awareness and education.

The purpose of the partnership is to raise awareness to the need for better health and wellness education in multicultural communities in order to address severe health disparities faced by these communities. The goal is to raise awareness of achievable best practices among journalists who are often key influencers in these communities.

"Chrysler Group is thrilled to be joining with Kaiser Permanente in furthering health and wellness education and awareness in the Hispanic community," said Kathleen Neal, Director – Integrated Health & Disability, Chrysler Group LLC. "Many of these communities face serious challenges to their health and sustainability. Having such an accomplished partner as Kaiser Permanente will create an engaging demonstration of health and wellness best practices we hope will make a meaningful impression on journalists attending the conference and, by extension, the larger Hispanic community."

Kaiser Permanente is recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, the company's mission is to provide high-quality, affordable health care services and to improve the health of its members and their communities.

Chrysler Group itself has a solid history of recognition in the health communities as a leader in healthy and sustainable lifestyles of its employees and their families. The National Business Group on Health has recognized Chrysler Group as one of the nation's leading corporations providing comprehensive programs that support a healthy workplace and promote healthy lifestyles for employees and their families.

Chrysler Group's culture of health is a key part of the Company's high-performance work culture and is tied to its leadership principles, particularly promoting each team member's commitment to achieving best in class performance. Chrysler Group's goal is to support workplace policies and a work environment that inspire totally engaged employees who are healthy at work and at home, actively manage their health status and are sustainable, healthy contributors to the Company's success.

The health pavilion concept is part of a larger program launched by Chrysler Group in 2013 to share its experiences and values on health and wellness with the larger community. The first phase of the initiative included a 30-day Wellness Challenge where the members of the NAHJ New York and Los Angeles chapters battled against one

another in a wellness competition in order to earn scholarship dollars to be used to support aspiring journalists. Collectively, the chapters walked nearly five million steps and earned \$7,000 for their scholarship funds.

Chrysler Group in 2013 pursued similar initiatives with the National Association of Black Journalists.

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About Kaiser Permanente

Kaiser Permanente is committed to helping shape the future of health care. We are recognized as one of America's leading health care providers and not-for-profit health plans. Founded in 1945, our mission is to provide high-quality, affordable health care services and to improve the health of our members and the communities we serve. We currently serve more than 9 million members in nine states and the District of Columbia. Care for members and patients is focused on their total health and guided by their personal physicians, specialists and team of caregivers. Our expert and caring medical teams are empowered and supported by industry-leading technology advances and tools for health promotion, disease prevention, state-of-the-art care delivery and world-class chronic disease management. Kaiser Permanente is dedicated to care innovations, clinical research, health education and the support of community health. For more information, go to: www.kp.org/newscenter

About the National Association of Hispanic Journalists

The NAHJ is dedicated to the recognition and professional advancement of Hispanics in the news industry. Established in April 1984, NAHJ created a national voice and unified vision for all Hispanic journalists.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish 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 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. 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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