

## **Chrysler Group LLC Brings Classic Cool and Modern Buzz to 19th Annual Woodward Dream Cruise**

August 12, 2013, Auburn Hills, Mich. - Chrysler Group LLC will bring more than 70 vehicles to this year's Woodward Dream Cruise where each brand—Chrysler, Jeep®, Dodge, Ram Truck, FIAT, SRT and Mopar—will wheel in some of their latest production and buzz models, along with a collection of iconic, classic cars from America's past.

In addition to vehicles on display, each of the Chrysler Group brands will offer a variety of events to this year's Dream Cruise. All of the Chrysler Group brands' vehicles and activities will be located on the corner of Woodward Ave. and 13 Mile Road in Royal Oak, Mich. Hours are 4:30 p.m.-10 p.m. on Friday, Aug. 16 and 9 a.m.-9 p.m. on Saturday, Aug. 17.

Be sure to catch a Ram Truck unveiling at 10 a.m. on Saturday, Aug. 17, where Bob Hegbloom, Director of Ram Truck Brand and Joe Dehner, Head of Ram Truck Design, will unveil an all-new concept vehicle.

The Chrysler brand will host Ryan Friedlinghaus, owner and host of the world-famous, "West Coast Customs." Friedlinghaus will showcase two personally customized Chrysler brand vehicles. Also joining the Chrysler brand will be customizer and influencer, John Fortuno and his Chrysler 300 "Fatchance 2.0." All content will be captured on Chrysler brand's social media platforms, including Facebook (<https://www.facebook.com/Chrysler>), Twitter ([@ChryslerAutos](https://twitter.com/ChryslerAutos)), Instagram ([@ChryslerAutos](https://www.instagram.com/ChryslerAutos)) and the Chrysler Blog "Forward Look" (<http://blog.chrysler.com/>).

On Friday, Aug. 16 through Sept. 20, Chrysler brand fans can enter "Design to Drive," ([www.ChryslerDesignToDrive.com](http://www.ChryslerDesignToDrive.com)) a contest where fans choose a Chrysler brand vehicle of their choice to personalize using an inspiration board. The winner of the contest will have their dream Chrysler brand vehicle built specially for them.

Jeep fans can visit the brand display to check out the all-new 2014 Jeep Cherokee Latitude, Limited and Trailhawk models.

Stop by the Mopar exhibit to see some the brand's hottest customized vehicles, including the new Mopar '13 Dart, SRT Viper and image vehicles, like the Dodge Charger Juiced unveiled at the Specialty Equipment Market Association (SEMA) Show and the Jeep Wrangler Recon debuted at Easter Jeep Safari in Moab, Utah. To celebrate its proud heritage, Mopar will highlight its two Top Eliminator winners - a 1964 Plymouth Savoy and a 1970 Dodge Charger R/T.

Dream cruisers have the opportunity to play the Mopar brand's new "Drag N Brag" video game, take the "Pit Crew Challenge" and enter for a chance to win \$45,000 toward the purchase of any Chrysler Group vehicle, coupons for three oil changes and two tire rotations worth \$75.

Watch as Mopar and Dodge join together to host Speed TV's Steve Magnante on Saturday, Aug. 17 as he installs Mopar performance components on a customized Dodge Dart GT (11 a.m.) and Dodge Challenger R/T (2 p.m.).

Four days of exclusive video coverage will be hosted on the Dodge brand blog, [www.RedlineDodge.com](http://www.RedlineDodge.com), beginning Thursday, Aug. 15, bringing the Woodward Dream Cruise to Dodge fans around the globe. Fans can also follow the action on Dodge's Facebook (<https://www.facebook.com/Dodge>), Twitter ([@Dodge](https://twitter.com/Dodge)) and Instagram ([@DodgeOfficial](https://www.instagram.com/DodgeOfficial)) pages.

In addition, the Dodge brand will host a "Tweet to Win" promotion each day of the Dream Cruise where followers will be asked simple questions about the brand using the hashtag #DartRoadTrip. Dodge will randomly select 30 winners at the end of the promotion.

Check out some of Chrysler Group's latest and all-new products, including:

- 2014 Jeep Cherokee Trailhawk
- 2014 Dodge Durango R/T
- 2014 Fiat 500L Lounge
- 2013.5 Chrysler 200 S Special Edition
- 2013 Viper SRT
- Mopar '13 Dart
- Ram Power Ram

Relive automotive history with a variety of classic vehicles on display, including:

- 1995 Chrysler 300
- 1993 Viper Coupe
- 1969 Dodge Daytona

#### **Events:**

- Aug. 15-17: Speed TV and Barrett Jackson Host, Steve Magnante cruises Woodward in 2013 Dodge Dart GT interviewing Dodge vehicle owners
- Aug. 15: Viper Club Car Show (6-9 p.m.)
- Aug. 17: Ram Truck concept vehicle reveal (10 a.m.)
- Aug. 17: Speed TV's Steve Magnante demonstrates how customers can install Mopar performance components on a customized Dodge Dart GT (11 a.m.)
- Aug. 17: Speed TV's Steve Magnante demonstrates how customers can install Mopar performance components on a customized Dodge Challenger R/T (2 p.m.)

#### **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, SRT, FIAT 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 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 Grand Cherokee, Dodge Dart, Ram 1500, SRT Viper 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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Media Web Site: [www.media.chrysler.com](http://www.media.chrysler.com)

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Streetfire: <http://www.streetfire.net/uploaded/chryslervideo.htm>

Twitter: [www.twitter.com/chrysler](http://www.twitter.com/chrysler)

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