

Contact: Diane Morgan
Stellantis

Amanda Gill
Coyne Public Relations
(973) 588-2105 (office)
(973) 907-3288 (cell)
agill@coynepr.com

The Jeep® Brand Teams With The Little Caesars Pizza Bowl To Provide Holiday Cheer

Jeep brand donates tickets to Little Caesars Pizza Bowl and showcases the all-new 2014 Jeep Cherokee

December 23, 2013, Auburn Hills, Mich. - As part of its overall continued commitment to Detroit community, the Jeep® brand will sponsor this year's upcoming 2013 Little Caesars Pizza Bowl, where the Bowling Green Falcons and Pittsburgh Panthers will go head to head at Ford Field the evening of Thursday, December 26. In addition to its sponsorship of the event, the Jeep brand will donate 250 tickets for the game to local charities and organizations, including the Jalen Rose Leadership Academy staff members, students and their families. For information on tickets, go to www.FordField.com.

Fans attending the Little Caesars Pizza Bowl game, which starts at 6:00 p.m., can also check out the all-new 2014 Jeep Cherokee, which will take a spot in the concourse of Ford Field. Vehicle highlights of the new Jeep Cherokee include best-in-class 4x4 capability, class exclusive 9-speed automatic transmission, advanced technology and more than 70 safety and security features.

Those who register onsite to receive more information about Jeep brand products will receive items to take home while supplies last and will also be automatically entered into the 2013 Chrysler Group National Giveaway for a chance to win \$45,000 toward any eligible Chrysler Group vehicle. A winner will be drawn in January 2014.

About Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence. The Jeep vehicle lineup includes Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand-drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world. For more information, visit www.jeep.com.

About the Little Caesars Pizza Bowl

The Little Caesars Pizza Bowl is the Midwest's only major college football bowl game. The 2013 bowl will mark the 17th year that the bowl has brought major college bowl action to Detroit.

About Little Caesars

Little Caesars Pizza founders Michael and Marian Ilitch opened their first restaurant in Garden City, Michigan, in 1959. Little Caesars, the fastest growing pizza chain, built more stores in the world in 2008 than any other pizza brand and today is the largest carry-out chain globally with restaurants on five continents.

Little Caesars is growing in prime markets across the country, and is offering strong franchisee candidates an opportunity for independence with a proven system. For the second year in a row, Little Caesars was named "Best Value in America"™ of all quick-serve restaurant chains. In addition, Little Caesars offers strong brand awareness with one of the most recognized and appealing characters in the country, Little Caesar.

Early on, Mike and Marian Ilitch sponsored youth hockey, which led to the Little Caesars Amateur Hockey League, the country's most respected youth hockey program. Recently, Little Caesars announced its sponsorship of the Little Caesars Roller Hockey League

In addition to Little Caesars Pizza, Ilitch companies in the food, sports and entertainment industries include: the Detroit Red Wings, Olympia Entertainment, Olympia Development, Blue Line Foodservice Distribution, Champion Foods, Ilitch Holdings, Inc., Uptown Entertainment, Little Caesars Pizza Kit Fundraising Program, and a variety of venues within these entities. Michael Ilitch owns the Detroit Tigers. Marian Ilitch owns MotorCity Casino Hotel.

For more information about Little Caesars and available franchise opportunities, visit www.LittleCaesars.com or call 1.800.553.5776.

* "Highest-Rated Chain – Value for the Money" based on a nationwide survey of quick-service restaurant consumers conducted by Sandelman & Associates, 2008

###

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>