

The Chrysler Group Awards \$45,000 Toward New Vehicle to One Lucky Consumer

- Southern Utah Resident Takes Home a Brand New 2014 Ram 2500 as Winner of 2013 National Giveaway

February 24, 2014, Auburn Hills, Mich. - The Chrysler Group recently concluded its 2013 National Sweepstakes, announcing Lofton Tanner Harmon from Saint George, Utah, as the winner of a \$45,000 credit to be used toward any Chrysler Group vehicle from the Chrysler, Jeep®, Dodge, Ram and FIAT brands. Harmon is one of over 945,000 people to enter the nationwide sweepstakes in 2013. A random drawing was conducted on January 23, 2014. As the grand-prize winner, Harmon has selected a 2014 Ram 2500 as his vehicle of choice among a wide array of eligible award winning vehicles, from his local Chrysler Group dealership, the Stephen Wade Auto Center.

Between January 20, 2013, and December 31, 2013, entries were collected through a number of hands-on brand initiatives including the legendary Jeep brand Camp Jeep® off-road driving course, a new ride-along Ram Truck brand test track, which made its way to farm and air shows, and the Chrysler brand "Score a 300" experience, where consumers who attempted to bowl a perfect score at various trendy bowling venues were eligible to win a Chrysler 300. Back in September, Harmon visited and registered to enter the 2013 National Giveaway at a Ram Truck brand display during the Saint George Lions Dixie Round-up Rodeo, a Ram Rodeo Series sponsored event. Entry opportunities were also offered at various Chrysler Group events across the United States including Dodge Booster Club Fundraisers and the Chrysler Drive, a multi-brand test drive experience offered at auto shows.

"We are excited to present Lofton Harmon his brand new 2014 Ram 2500," said Michael Curmi, Head of Experiential Marketing for Chrysler Group LLC. "Chrysler Group participated in thousands of experiential events last year throughout the communities we serve. The chance to win is an added benefit to anyone who attends a local event and checks out our award winning lineup."

"I was in complete disbelief when I was told I had been selected as the grand prize winner of the 2013 Chrysler Group National Giveaway," said Lofton Harmon of Saint George, Utah. "After test driving the 2014 Ram 2500 I fell in love with the sound of the engine, how it drove and how comfortable it was. My family and I are always at the local rodeos, taking camping trips and my father is a construction worker, so the 4-wheel-drive capability really appealed to me and the needs of my family."

The annual Chrysler Group National Giveaway will be offered throughout 2014 to give eligible entrants a new opportunity to win \$45,000 toward the purchase of a new Chrysler Group vehicle. There is no purchase necessary to enter or win. For the official sweepstakes rules and details on how to enter, please visit www.Chrysler-Enter-To-Win.com/. The 2014 sweepstakes ends December 31, 2014. For the latest product and brand news, visit www.ChryslerGroupLLC.com.

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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