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## **Chrysler Group Earns a Place on *DiversityInc*'s 2014 List of '25 Most Noteworthy Companies for Diversity'**

- Chrysler Group has been included on the Top 50 or 25 Most Noteworthy lists eight times since the benchmarks were established in 2001
- More than 1,000 companies participated in the 2014 *DiversityInc* Top 50 or 25 Most Noteworthy competition
- Chrysler Group's longstanding commitment to supplier diversity continues to differentiate Company as a diversity leader

April 23, 2014, Auburn Hills, Mich. - The editors of *DiversityInc* magazine again have named Chrysler Group LLC to the magazine's 2014 list of "25 Most Noteworthy Companies for Diversity." This annual benchmark is comprised of companies the magazine's editors believe are diversity-management leaders.

This is the eighth consecutive year the Company has earned a place among the top 50 or the top 25 most noteworthy companies. For 2014, the lists were selected from more than 1,000 participating companies, up from about 893 companies in 2013.

Selections for the lists are based on empirical data submitted to the magazine by companies in an annual survey, with the most recent administered in 2013. In addition to an increase in survey participation from last year, *DiversityInc* also employed a more rigorous methodology in selecting the 2014 lists.

"Chrysler Group's consistency over the past decade in earning a place on either of these honored lists is recognition of the Company's ongoing leadership commitment to diversity and inclusion, and the sound practices of our team," said Mike Keegan, Senior Vice President - Human Resources, Chrysler Group LLC and Co-Chair of the Company's Diversity Council.

*DiversityInc*'s 200-question annual survey is divided into four parts: CEO Commitment, Human Capital, Corporate and Organizational Communications and Supplier Diversity.

Chrysler Group has long been considered a leader in minority sourcing and development. Since 1983, the Company has purchased more than \$50 billion from minority-owned companies and continues to develop innovative new programs to build its minority supply base, such as its annual Matchmaker program designed to foster business relationships between the Company's minority and Tier 1 suppliers.

In recognition of this commitment, Chrysler Group was named Company of the Year for Innovation by the National Minority Supplier Development Council in 2013.

"Chrysler Group remains as committed as ever to creating a diverse and sustainable supply base that directly reflects our customers," said Scott Kunselman, Senior Vice President - Purchasing & Supplier Quality, Chrysler Group LLC. "We will continue to create opportunities for minority-owned, women-owned and veteran-owned businesses because we believe that a diverse supply chain leads to better, more innovative products for our customers."

"Earning a spot on the lists proves that management is paying close attention to the needs of their primary constituents — employees, customers and other key stakeholders," said *DiversityInc* founder and CEO Luke Visconti. "Companies with great reputations attract the best and most skilled employees who then create and deliver the best products and services. It's a virtuous cycle that enables public companies on the *DiversityInc* Top50 list to consistently outperform the major domestic stock market indices and privately held companies to surpass their peers."

**About DiversityInc**

*DiversityInc's* mission is to bring education and clarity to the business benefits of diversity. The DiversityInc Top 50 Companies for Diversity list began in 2001, at the same time many corporations were beginning to understand the business value of diversity-management initiatives. The 2014 Top 50 Companies for Diversity results are featured on [DiversityInc.com](http://DiversityInc.com) and in *DiversityInc* magazine. For more information, log on to [www.diversityinc.com](http://www.diversityinc.com).

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