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Chrysler Group, In Partnership With The Chrysler Foundation, Demonstrates Historic Commitment to Diverse Future Business Leaders As Exclusive Sponsor of National Black MBA Association Student Case Competition

- Competition is conducted annually at National Black MBA Association's Annual Conference and Exposition
- Chrysler Group has been exclusive sponsor of the competition since 1995
- Annual event enables talented, high-potential MBA candidates from the nation's leading business schools to compete for \$50,000 in scholarships
- 2014 business case required teams to develop a market launch plan for the all-new 2015 Jeep® Renegade
- The team from Georgia State University earns 2014 national championship, teams from University of St. Thomas (Minnesota) and Emory University (Georgia) finish second and third respectively

September 22, 2014, Auburn Hills, Mich. - Talented MBA candidates from more than 30 of the nation's leading business schools competed for \$50,000 in scholarships in the 2014 National Black MBA Association (NBMBA) Student Case Competition, sponsored by Chrysler Group LLC.

The NBMBA/Chrysler Group National Student Case Competition is an annual event designed to give high-powered student teams an opportunity to demonstrate their knowledge and problem-solving skills in a formal competition. Teams are given a business case from which they develop business solutions. Each student team then prepares and presents its case to a panel of experienced business executives. Teams are judged on their analysis of the case, the feasibility of their recommendations and the quality of their presentations.

The business case for 2014 required teams to develop a market launch plan for the all-new 2015 Jeep Renegade.

The competition is held each year as part of the NBMBA's Annual Conference and Exposition, which was held this year in Atlanta, GA on September 16-20. Chrysler Group has been an active supporter of NBMBA for more than 30 years and the exclusive sponsor of the Student Case Competition since 1995. Over that time, more than 2,000 MBA students have participated in the competition.

"Chrysler Group is proud to continue our long-standing sponsorship of the National Black MBA Association/Chrysler Group Student Case Competition," said Michael Keegan, Senior Vice President of Human Resources, Chrysler Group LLC and Co-Chair of the Company's Global Diversity Council. "The competition is a premier showcase event for student achievement allowing Chrysler Group to demonstrate its continuing commitment to identifying, recruiting and developing diverse talent and future business leaders."

This year, the students from Georgia State University took home the first place trophy as national champions and \$25,000 in scholarships. The second and third place teams represented the University of St. Thomas (Minnesota) and Emory University (Georgia), earning \$15,000 and \$10,000 in scholarships respectively. Winning teams were announced at an awards luncheon on September 19. Scholarships were provided by The Chrysler Foundation.

The focus of this year's business case, the 2015 Jeep Renegade, provided a unique opportunity for competitors. The vehicle will expand the brand's global vehicle lineup, entering the growing small sport-utility vehicle segment, while staying true to the fun-and-freedom lifestyle for which Jeep is known. Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, world-class refinement, two fuel efficient MultiAir engines with more than 30 miles per gallon, and a host of innovative safety and advanced technology

offerings.

About the National Black MBA Association

The National Black MBA Association® was founded in 1970 at a two-day conference held at the University of Chicago by a group of African American MBA students, faculty, advisors, and businessmen. The purposes of the Association are the encouragement of career independence for African American business professionals, the promotion of African American intellectual and economic wealth and empowerment and the professional advancement of African American business professionals. Comprised of African American and minority business professionals from around the world, the Association is a business force boasting U.S. and international members and corporate partners.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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