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Chrysler Group LLC Hosts Nationwide High School Automotive Design Competition

- Third annual automotive design competition goes national; open to all U.S. public high school students in grades 10-12
- Prizes include a \$60,000 scholarship to the College for Creative Studies (CCS), a three-week CCS summer automotive design course, Apple MacBooks and more
- Competition sponsors include College for Creative Studies (Detroit) and legendary Detroit Autorama hot rod show
- Student entries must be received at Chrysler Group's Product Design Office by Jan. 23, 2015; details can be found at www.Facebook.com/DriveforDesign

November 10, 2014, Auburn Hills, Mich. - All U.S. public high school students grades 10-12 can turn their artistic talents in to prizes, including a \$60,000 scholarship to the College for Creative Studies (CCS), one of the nation's leading art and design schools. Chrysler Group's Product Design team announced today details of its third annual Detroit Autorama High School Design Competition.

Now bigger and better for 2015, the "Detroit Autorama High School Design Competition 2015" invites participants to look to the future and design a next-generation Dodge brand vehicle for the year 2025, and include a 500-word essay explaining what the Dodge brand means to them.

"The purpose of this competition is to expose students early in their education to the possibility of a career in automotive design while allowing us to connect with young talent and help to develop their artistic skills," said Mark Trostle, Head of SRT, Mopar and Motorsports Design, Chrysler Group LLC. "We're excited to once again team up with one of the leading design schools in the country, CCS, and the Detroit Autorama to bring the competition to a national level."

Student submissions must be hand drawn on a single sheet of white paper no smaller than 8-by-10-inches and no larger than 11-by-17-inches with the use of pencil, markers or paint. Contest entries must include the student's name, address, phone number, email, school name and address, and grade level. Any additional information regarding the design can be included on a separate sheet of paper.

The judging panel will feature designers from the Chrysler Group Product Design Office, including Ralph Gilles, Senior Vice President – Product Design, Joe Dehner, Head of Dodge and Ram Truck Design, and Trostle, along with industrial design faculty from CCS.

Winners will receive:

First place

- \$60,000 scholarship to CCS (must meet college entry requirements)
- Apple MacBook Pro (13 inches, 2.5 GHz)
- Three-week summer automotive design course at CCS (includes housing, meals and field trips)
- Three passes to Detroit Autorama in Detroit

Second place

- Apple MacBook Pro (13 inches, 2.5 GHz)
- Three-week summer automotive design course at CCS (includes housing, meals and field trips)

- Three passes to Detroit Autorama in Detroit

Third place

- Apple MacBook Air (11 inches, 2 GHz)
- Three-week summer automotive design course at CCS (includes housing, meals and field trips)
- Three passes to Detroit Autorama in Detroit

Fourth place

- Apple iPad with Retina Display (16 GB)
- Three-week summer automotive design course at CCS (includes housing, meals and field trips)
- Three passes to Detroit Autorama in Detroit

Winners will receive their awards at a special presentation on March 6 at the Cobo Center in Detroit to help kick off the 63rd annual Meguiar's Detroit Autorama.

Detroit Autorama takes place March 6-8. Known as America's greatest hot rod show, Detroit Autorama features nearly 1,000 exhibits of the most amazing hot rods, custom cars, trucks, vans and motorcycles from across North America.

For contest rules and information, students can visit

www.Facebook.com/DriveForDesign. Students can follow competition updates on Chrysler Group's Facebook (www.facebook.com/ChryslerGroup), Twitter (www.twitter.com/FCACorporate) and Instagram (instagram.com/FCACorporate) using the hashtag #DriveForDesign.

All entries must be received at Chrysler Group's Product Design Office no later than Friday, Jan. 23, via U.S. mail or email (DriveForDesign@chrysler.com).

About Chrysler Group LLC

Chrysler Group LLC, a wholly owned subsidiary of Fiat Chrysler Automobiles N.V. (FCA), designs, engineers, manufactures, distributes and sells vehicles under the Chrysler, Jeep, Dodge, Ram and FIAT brands, and the SRT performance vehicle designation. The Company also distributes the Alfa Romeo 4C and Mopar products. With the resources, technology and worldwide distribution network required to compete on a global scale, FCA 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.

FCA, the seventh-largest automaker in the world based on total vehicle sales in 2013, is an international automotive group engaged in designing, engineering, manufacturing, distributing and selling vehicles and components and production systems. FCA is listed on the New York Stock Exchange and on the Mercato Telematico Azionario under the symbol "FCAU."

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About College for Creative Studies

Located in the heart of Detroit, the College for Creative Studies (CCS) educates artists and designers to be leaders in creative professions. A private, fully accredited college, CCS enrolls more than 1,400 students pursuing Bachelor of Fine Arts (BFA) and Master of Fine Arts (MFA) degrees.

Students in the BFA program can major in: Advertising, Copywriting, Advertising Design, Crafts, Entertainment Arts, Fine Arts, Graphic Design, Illustration, Interior Design, Photography, Product Design, Fashion Accessories Design and Transportation Design, in addition to a dual major Art Education program. Students in the MFA program can major in Interdisciplinary Design and Transportation Design. The College also offers non-credit courses in the visual arts through its Continuing Education programs and opportunities for youth through its Community Arts Partnerships programs.

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