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Chrysler Group LLC and Universal Music's Interscope Records Offer "American Music Awards" Viewers a One-Time Only Television Experience, Featuring Songs From Hit Artists Including Eminem, Fergie, Gwen Stefani and Phillip Phillips

Chrysler Group's Artistic and Creative Alignment with Interscope Records Sees Debut of Five Custom Videos, Airing One Night Only during Live Awards Show in One of Company's Biggest Collaborative Television Partnerships

November 24, 2014, Auburn Hills, Mich. - Chrysler Group LLC teamed up with Universal Music Group's Interscope Records during last night's American Music Awards (AMAs) to present viewers with a one-time only television experience featuring songs from some of the music industry's biggest artists. Together, the company and Interscope Records debuted four 30-second and one 60-second customized videos featuring new songs by Eminem ("Guts Over Fear"), Fergie ("L.A.Love (la la)"), Gwen Stefani ("Spark The Fire") and Phillip Phillips ("Unpack Your Heart") during the three-hour live broadcast airing on ABC. The videos aired that night only during the AMAs in what is one of Chrysler's biggest television partnerships.

"It's incredibly rare and special to find a unique partnership where some of the world's biggest artists and brands align so perfectly, allowing both the opportunity to deliver entertaining and meaningful content to their audiences," said Olivier Francois, Chief Marketing Officer, Chrysler Group LLC. "Taking part in last night's American Music Awards was our way of saying 'thank you' to this industry and to the many artists, who over the years, have played a meaningful role in helping to develop the unique voice and spirit of each of our brands."

"We've had an incredible relationship with Olivier and Chrysler Group over the years," commented Steve Berman, Interscope Geffen A&M Vice Chairman. "Being able to partner with them on five diverse artists and create the kind of impact we saw last night around a platform like the AMAs is what we live for at Interscope."

The customized videos that aired during the live broadcast included footage from the artists' official music videos for their songs, including an early look at Eminem's "Guts Over Fear" music video from his new SHADYXV anniversary compilation in stores now. Each of those videos carries the thematic line "Let's Keep Driving Music." In addition to the four 30-second videos, Interscope Records aired a 60-second video during the American Music Awards broadcast recognizing the Chrysler, Dodge, FIAT, Jeep® and Ram Truck brands for the continued support of music. That video included Gwen Stefani and her new song "Spark The Fire."

Fergie and Phillip Phillips appeared in the videos featuring their new releases and Gwen Stefani appeared in the Interscope Records 60-second video, featuring a Fiat 500L against the background of her new song "Spark The Fire."

As part of the initiative, the Jeep brand proudly joined Imagine Dragons in supporting The Tyler Robinson Foundation, a charity that battles the unforeseen costs of childhood cancer. The spot encouraged viewers to find out more at www.TRF.org.

During the three-hour live event, Fergie performed her new hit song "L.A Love (la la)" on stage with a 1965 Chrysler 300 low rider tricked out with a custom hydraulic and paint job created by Dennis McCarthy, one of Hollywood's most noted film car gurus, specifically for her performance. McCarthy's film work has included the "Fast and Furious" movie series, in addition to "Batman Begins," "Man of Steel" and "The Green Hornet."

The vehicles spotlighted in the commercials included the all-new [2015 Chrysler 200](#), the [2015 Dodge Charger SRT Hellcat](#), the [2015 Jeep Wrangler Rubicon](#), the [2015 Ram 1500](#) and the [2015 Fiat 500L](#).

The following videos can be viewed on each brand's respective YouTube channel:

- Dodge brand/Eminem ("Guts Over Fear"): <http://youtu.be/7-uVqDM05zc>
- Chrysler brand/Fergie ("L.A.Love (la la)"): <http://youtu.be/CuteqFnBRAU>
- Phillip Phillips/Ram brand ("Unpack Your Heart"): <http://youtu.be/H2Lm3lrT074>
- Interscope/Chrysler Group LLC (Chrysler, FIAT and Ram brands): <http://youtu.be/HwYQXAud0so>

About Interscope Geffen A&M

Combining the legacies of three of the most influential record labels in modern music history, Interscope Geffen A&M embarked on a new tradition of musical achievement with its unification on January 1, 1999. Headed by Chairman and CEO John Janick, Interscope Geffen A&M is a major force in global music, developing chart-topping artists across a wide range of musical genres including rock, rap, pop and alternative. Interscope Geffen A&M is part of Universal Music Group, the world's largest music company. www.interscope.com

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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