

Contact: Dianna Gutierrez

Rick Deneau

## **Chrysler Brand Unveils New 'Imported from Detroit' Limited-Edition Merchandise on Chrysler.com**

- 'Imported from Detroit' merchandise features a new logo that represents the hardworking spirit demonstrated in the Chrysler brand's Super Bowl commercial
- A portion of the proceeds from the sale of the "Imported from Detroit" limited-edition merchandise on Chrysler.com to be donated to the Boys & Girls Clubs of Southeastern Michigan, Habitat for Humanity Detroit, The Marshall Mathers Foundation and Think Detroit PAL
- Limited-edition designs will be introduced throughout the year on the brand's website

March 14, 2011, Auburn Hills, Mich. - The Chrysler brand introduced the new "Imported from Detroit" merchandise today on the brand's website (<http://www.chrysler.com>). The new collection features an array of products with the "Imported from Detroit" logo which represents the hardworking spirit captured and celebrated in the Chrysler brand's Super Bowl commercial, "Born of Fire."

The two-minute commercial resonated throughout the country, as many felt a connection to the attitude and work ethic portrayed in the scenes and narration. While the commercial focused on Detroit, in many ways, it encapsulated the spirit of the country and the comeback of the Chrysler brand and Chrysler Group LLC.

"The objective of the 'Born of Fire' commercial was intended to generate a conversation about the Chrysler brand and the new 2011 Chrysler 200, we are humbled at the thought that the conversation continues and is generating a spark throughout the country," said Olivier Francois, President and CEO, Chrysler Brand and Lead Executive for Marketing, Chrysler Group LLC. "The Chrysler brand, the company and its employees have adopted the principle that failure is not an option - this merchandise reflects that spirit and attitude. The entire company is proud that we are manufacturing and producing products that embody beauty and quality such as the 2011 Chrysler 200."

In keeping with the spirit in which the logo was created, a portion of the proceeds from the sale of "Imported from Detroit" merchandise found on Chrysler.com will go to four Detroit-area charities.

### **Charities are as follows:**

- The Marshall Mathers Foundation
- Boys & Girls Clubs of Southeastern Michigan - <http://www.bgcsm.org>
- Habitat for Humanity Detroit - <http://www.habitatdetroit.org>
- Think Detroit PAL - <http://thinkdetroitpal.org/index.asp>

"We hope that by partnering with these charitable organizations people will be encouraged to wear their 'Imported from Detroit' merchandise proudly knowing that a portion of the proceeds will go to programs and initiatives that contribute to the fundamental development of the children of Detroit and the communities in which they reside," Francois said.

"We are very happy to partner with the Chrysler brand in supporting the local communities," said Paul Rosenberg, Eminem's manager, President of Shady Records and Director of The Marshall Mathers Foundation. "The Chrysler brand and The Marshall Mathers Foundation share a parallel commitment to give back to the City of Detroit."

"Chrysler Group has been a long-time supporter of Boys & Girls Clubs of Southeastern Michigan and we truly appreciate this opportunity for the 23,000 kids we serve to benefit from the 'Imported from Detroit' merchandise

campaign. Our kids will be future leaders and they are also being developed right here in Detroit and this campaign will help impact many lives," said, Len Krichko, President & CEO, Boys & Girls Clubs of Southeastern Michigan.

"We are very pleased to have been chosen by the Chrysler brand as a partnering non-profit organization in this campaign. This partnership will support our organization in assisting more Detroit-based, low-income families in need of decent, affordable housing where they can raise their children," said Vincent Tilford, Executive Director of Habitat for Humanity Detroit.

"We are grateful for this support from the Chrysler brand's 'Imported from Detroit' program. For over 40 years, Think Detroit PAL has been providing leadership development, team sports and mentoring programs to tens of thousands of Detroit youngsters. Chrysler's support will help us continue to build character among young people," said Think Detroit PAL Chief Executive Officer, Michael Porter.

The products currently available include:

- Adult T-shirts - \$29
  - Sizes small - XXL, available in black, white and heather gray
- Kids T-shirts - \$18
  - Sizes 2 - 6, available in black
- Youth T-shirts - \$18
  - Sizes 8 - 12, available in black
- Adult hoodie - \$48 and \$55
  - Sizes S - XXL
  - Pull-over style - (\$48) available in heather gray
  - Full-zip style - (\$55) available in black
- Adult skull cap - \$20
  - One size, available in black
- Infant one piece - \$16
  - Sizes 3 months - 24 months, available in heather gray
- Imported from Detroit bumper stickers - \$6
  - Available with a clear or gray background
- Adult ladies tank top - \$22
  - Sizes XS - XL, available in black

All of the products that are for sale on the brand website are offered as limited editions in order to introduce new designs and merchandise throughout the year. All of the products are made in America and feature the "Imported from Detroit" logo. Prices include shipping and handling. Official "Born of Fire" merchandise can only be found on the Chrysler brand website.

#### **About The Marshall Mathers Foundation**

Through the Marshall Mathers Foundation, Eminem works with economically-disadvantaged and at-risk youths who reside in Detroit.

#### **About Boys & Girls Clubs of Southeastern Michigan**

Established in 1926, Boys & Girls Clubs of Southeastern Michigan is a nonprofit youth development organization serving nearly 23,000 youth annually at 12 Clubs located in Wayne, Oakland, Macomb and Washtenaw counties. Boys & Girls Clubs represent a safe place where youth ages 6-18 (grades 1-12) can spend their after-school hours. Clubs are open five days a week throughout the year.

#### **About Habitat for Humanity Detroit**

Habitat for Humanity Detroit is an affiliate of Habitat for Humanity International, a nonprofit ecumenical Christian housing ministry providing decent, safe and affordable housing to low-income families in Detroit. Homeowners invest 250-350 personal sweat equity hours in pre-ownership training and assisting in the construction of their home. Their

commitment to the program allows them to receive an interest-free mortgage. This is a "hand-up" program, not a "hand-out". Since 1986, the Detroit affiliate has rehabilitated and / or built new houses for more than 300 families. Financial support, gift-in-kind donations and volunteer labor allow Habitat for Humanity to continue building affordable homes for those in need. For more information please visit [www.habitatdetroit.org](http://www.habitatdetroit.org) or call (313) 521-6691.

#### **About Think Detroit PAL**

Think Detroit PAL was formed in 2006 with the merger of Think Detroit Inc. and the Detroit Police Athletic League. In partnership with the Detroit Police Department and community volunteers, Think Detroit PAL builds character in young people through athletic, academic and leadership development programs. In 2010, Think Detroit PAL served over 10,000 girls and boys through a combined 24 sports and academic programs, making it one of the largest youth organizations in the state of Michigan. More than 80 cents of each dollar donated to Think Detroit PAL goes directly into programming.

#### **About the Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, intuitive innovation and technology - all at an extraordinary value - since the company was founded in 1925.

Whether it is the groundbreaking, bold design of the Chrysler 300, the "family room on wheels" functionality of the Chrysler Town & Country or the sleek elegant styling of the new 200 mid-size sedan, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-Displacement System (MDS) in the Chrysler 300 and Uconnect phone utilizing Bluetooth technology and voice command on the Chrysler 200.

The Chrysler brand is experiencing a rejuvenation and product is at the heart of it, replacing its full lineup with either all-new or significantly improved vehicles for 2011. The recently introduced new Chrysler Town & Country minivan and Chrysler 200 sedan showcase the brand's "design with purpose" that will be evident with the-soon-to-be-released all-new, next generation Chrysler 300 and the new Chrysler 200 convertible.

The 2010 Chrysler Town & Country, the best-selling minivan in the United States in 2010, continues to set the standard for the best vehicle to move people and things without sacrificing style. Through the years, Chrysler has introduced 75 minivan-first features. The redesigned 2011 Town & Country offers more than 40 standard safety features including Blind Spot Monitoring and Rear Cross Path detection. Well-equipped and achieving and EPA estimated 17 mpg city and 25 mpg highway, the Town & Country exemplifies elegant design and purposeful features that make the time on the road enjoyable for both driver and passengers.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value. The premium for the Chrysler brand is in the product, not the price.

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