

Jeep® and Mopar® Brands Take Home Honors at Direct Marketing Association of Detroit's Annual Target Awards

- 'Golden Target' award and first place – 'Automotive Over \$500 per Thousand' award to 2011 Jeep® Grand Cherokee's direct-mail entry
- First place award – 'Automotive Under \$500 per Thousand' to Mopar® service magazines

May 26, 2011, Auburn Hills, Mich. - Chrysler Group LLC's Jeep® and Mopar® brands took home top honors at the Direct Marketing Association of Detroit's Annual Target Awards held Tuesday, May 24.

The awards celebrate creative excellence as well as outstanding performance in the area of direct marketing. The campaigns were created in partnership with Meredith Integrated Marketing of Southfield, Mich.

The "Golden Target" award, the top honor of the event, was given to Meredith for a direct mail brochure for the launch of the 2011 Jeep Grand Cherokee. The winning entry was designed to reflect the world-class craftsmanship of the new Jeep Grand Cherokee. Direct mail customers received an oversized sleeve that, when opened, revealed a large-scale, double-sided poster that showcased both the interior and exterior design improvements to the new SUV. For a more tangible experience, the poster featured a soft-touch coating. The campaign also received a first-place award in the "Automotive Over \$500 per Thousand" category.

A first-place award in the "Automotive Under \$500 per Thousand" was presented to Meredith for their work on Mopar, the Chrysler Group's service and parts brand, quarterly service magazines. The magazines, which leverage the look and feel of each Chrysler Group brand, are designed to educate and inform owners about vehicle care and maintenance, as well as to encourage dealership traffic by offering seasonal service promotions. The Mopar magazines also include seasonal driving and vehicle care tips.

"We are thrilled to be recognized by the Direct Marketing Association of Detroit," said Susan Thomson, Head of Media – Chrysler Group LLC. "We would like to thank our partner Meredith Integrated Marketing for their creative efforts and support."

Doug Claggett, Executive Creative Director of Meredith Integrated Marketing, noted, "Awards are nice, but even better is the fact that this effort is a clear signal that the Chrysler Group means business and that the Jeep Grand Cherokee is back in a big way — great vehicle, great service offering and a client who understands and respects the role of creativity in driving sales and traffic."

About Meredith Integrated Marketing

Meredith Integrated Marketing (MIM) is a full-service direct and digital marketing agency with a unique Publishing/Agency Model approach. MIM has more than 700 employees across the United States, and more than 40 years of experience in creating custom Content and Customer Relationship Marketing platforms. Backed by parent company Meredith Corporation, MIM has an ideal infrastructure, with insights, analytics, digital and social media expertise all in-house and bundled with deep consumer communications development knowledge. The Publishing/Agency Model enables MIM to offer unique consumer insights to clients. This allows the creation of compelling content, resulting in deeper consumer engagement and higher returns on client marketing investments.

Meredith Integrated Marketing's proven approach is to acquire the best-in-class specialty agencies to deliver the most relevant services which clients demand. Evidence of this approach are the acquisitions of O'Grady Meyers, Genex, New Media Strategies, Directive, Big Communications and most recently, The Hyperfactory. MIM's umbrella strategy to integrate these agencies under one roof to seamlessly interact with clients continues to pay dividends for Meredith and clients.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, produces Chrysler, Jeep, Dodge, Ram, Mopar and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance 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.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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