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The Dodge Brand Races to the 'Dodge Rock 'n' Roll Los Angeles 1/2 Marathon Benefiting the ASPCA'

- All-new 2011 Dodge Durango and 2011 Dodge Charger are official pace vehicles
- Money donated to charities for vehicle test drives
- Californians Nick Roumonada and Scout Bassett from the Challenged Athletes Foundation sign autographs at the Dodge Course Preview Area

October 26, 2011, Auburn Hills, Mich. - The Dodge brand is going the distance as the title sponsor and "Official Automotive Partner" of the second annual "Dodge Rock 'n' Roll Los Angeles ½ Marathon Benefiting the ASPCA". A Dodge running team of area employee and dealer volunteers will lace up their running shoes and participate in the half marathon on Sunday, Oct. 30. In addition, the all-new 2011 Dodge Durango and 2011 Dodge Charger will lead the way for thousands of runners as the official pace vehicles.

"Dodge is an American brand with American values, and we are committed to giving back into the communities where our customers work and live," said Reid Bigland, President and CEO – Dodge Brand. "The brand's sponsorship of the Rock 'n' Roll Marathon series provides an opportunity to be involved at a grassroots level and gives our team the chance to travel to communities around the country, connecting with the more than 1 million people who are involved with the races."

The Dodge brand is sponsoring additional activities during the Oct. 28 – 30 race weekend.

Marathon runners and attendees will be fully immersed in the Dodge brand experience with interactive mobile applications throughout the event's two-day Health & Fitness Expo held at the L.A. Convention Center, Fri., Oct. 28, and Sat., Oct. 29. The 2011 Dodge Durango, Charger, Avenger and Journey will be available to test drive outside the expo. In addition, race fans will have the opportunity to check out and test drive the new 2012 Fiat 500. Dodge will make a \$20 donation for each test drive to the participant's charity of choice.

Challenged Athletes Foundation (CAF) marathon and triathlon athletes Nick Roumonada and Scout Bassett will sign autographs at the Dodge Course Preview Area inside the expo, Friday from 2 – 5 p.m. and Saturday from 12 – 3 p.m. Roumonada and Bassett have a prosthetic leg. They both reside in California with Bassett currently attending UCLA and Roumonada working for CAF in San Diego.

The Dodge Rock 'n' Roll Los Angeles ½ Marathon Benefiting the ASPCA is part of the Rock 'n' Roll Marathon Series. The series of marathons and half marathons combine entertainment and running in a unique way. Bands stationed at every mile of the race keep runners and walkers energized, engaged and entertained. With more than 300,000 runners participating at 18 events across the nation, it is the largest and most widely attended marathon series in the world. Throughout its 14-year history, the Rock 'n' Roll Marathon Series has raised more than \$247 million for various charities. So far this year, Dodge has helped racers donate almost \$30,000 to their charities of choice, and the effort continues.

The Dodge brand kicked off its 2011 partnership with the Rock 'n' Roll Marathon Series in the "P.F. Chang's Rock 'n' Roll Arizona Marathon and ½ Marathon" in Phoenix, Jan. 14 – 16. In addition to being the "Official Automotive Partner" and "Official Vehicle" of this year's races, Dodge serves as the title sponsor of six marathons in 2011, including races in San Diego, Seattle, Virginia Beach, San Jose, Los Angeles and Miami Beach.

About Dodge

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 miles per gallon (mpg) on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

Challenged Athletes Foundation

The Challenged Athletes Foundation (CAF) is a world leader in helping individuals with physical challenges get involved – and stay involved – in sports. CAF believes that participation in sports at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$30 million has been raised and more than 5,000 funding requests from challenged athletes in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts reach another 65,000 individuals each year. Whether it's a \$2,500 grant for a handcycle, helping underwrite a carbon fiber running foot not covered by insurance, or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give those with the desire to live active, athletic lifestyles every opportunity to compete in the sports they love. To learn more, log on to www.challengedathletes.org or call 858-866-0959.

¹ ASPCA is the American Society for the Prevention of Cruelty to Animals.

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