

2012 Jeep® Wrangler and 2012 Fiat 500 Named 'Hottest' Vehicles at 2011 Specialty Equipment Market Association Show

- Both vehicles prominently displayed in Mopar exhibit at SEMA
- 2012 Jeep® Wrangler named 'Hottest 4x4 SUV'
- 2012 Fiat 500 named 'Hottest Sports Compact Car'
- More than 30 "Moparized" Vehicles on Display with more than 500 accessories

October 31, 2011, Auburn Hills, Mich. - The results are in. The second annual Specialty Equipment Market Association (SEMA) Award was presented to the 2012 Jeep® Wrangler for the "Hottest 4x4-SUV" and to the 2012 Fiat 500 for the "Hottest Sports Compact Car" this morning at the 2011 SEMA Show in Las Vegas.

The SEMA Award honors vehicles that specialty-equipment manufacturers believe are the best platforms for accessorization and showcase this year's most unique products. The award recognizes four outstanding vehicle models in four categories – "Hottest Car," "Hottest Sport Compact Car," "Hottest Truck," and "Hottest-4x4-SUV." Both awards were accepted by Mopar® President and CEO Pietro Gorlier.

"The Jeep Wrangler has an incredible enthusiast following, and with hundreds of Mopar parts and accessories available for it, it is clearly one of our most customized vehicles," said Gorlier. "And, in just its first year, our new Fiat 500 is prominent throughout this year's SEMA Show as it is the perfect canvas for customization."

The "Hottest 4x4-SUV" of this year's Show is the fourth award the new 2012 Jeep Wrangler has received in the last 10 days. Last week, it captured the prestigious "4x4 of the Year" crown from Petersen's 4-Wheel & Off-Road magazine, the "Mid-size SUV of Texas" award by the Texas Auto Writers Association and "Best Off-Road Value" in the Active Lifestyle Vehicle awards competition.

"With an avid following of enthusiasts, Jeep Wrangler has long been the most customized SUV in the marketplace," said Mike Manley, President and CEO – Jeep Brand, Chrysler Group LLC. "Wrangler owners love to modify their vehicles, often at purchase with dealer-installed Mopar parts, and throughout their ownership experience. For 2012, Jeep Wrangler is an even better customization platform, with more fuel efficiency, power and capability than ever before."

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

"The Fiat 500's timeless proportions and efficient design make it a perfect platform for customization," said Olivier Francois, Head of Fiat Brand and Chief Marketing Officer, Chrysler Group. "We are honored by the SEMA Award recognition and excited by the creativity and enthusiasm of our fans and the specialty-equipment manufacturers who continue to make the Cinquecento even more distinctive in the marketplace."

The 2011 SEMA Show features more than 2,000 exhibiting companies. SEMA Show exhibitors manufacture thousands of products that improve performance, safety and convenience, as well as those that enhance appearance and comfort. While products are available for every make and model vehicle, exhibitors are investing more into the Chevrolet Camaro, the Fiat 500, Ford F-Series, and Jeep Wrangler than any other vehicle. Consumers, therefore, can expect to find more options for accessorizing these vehicles.

The 2012 Jeep Wrangler

Jeep Wrangler – the most capable and recognized vehicle in the world – becomes even more capable both on- and off-road for 2012, courtesy of an all-new, more fuel efficient and more powerful 3.6-liter V-6 engine, and a new five-

speed automatic transmission – both of which it shares with the award-winning Jeep Grand Cherokee.

Chrysler Group's 3.6-liter Pentastar V-6 engine – winner of the prestigious Ward's 10 Best Engines award – delivers 285 horsepower (209 kW) and 260 (353 N•m) lb.-ft. of torque, while delivering up to 21 miles per gallon highway in the 2012 Jeep Wrangler. The improvement, when compared to the previous 3.8-liter V-6 engine, is 40 percent in horsepower and 10 percent in torque.

Additionally, for refined shifting and greater performance, the Jeep Wrangler migrates from a four-speed to a new five-speed automatic transmission. The 2012 Jeep Wrangler also features the company's first application of a manual transmission to the Pentastar V-6.

Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an interior that delivers rich styling with significantly upgraded touch surfaces, occupant comfort and versatility, and a premium appearance courtesy of a body color hard top for the popular Sahara and Rubicon models.

2012 Jeep Wrangler interior highlights include a recently redesigned instrument panel and storage areas with improved ergonomics and upgraded materials. A lockable console and upgraded door armrest areas boast comfortable touch points, while a redesigned center stack is easier to reach and operate. Heated, power mirrors are available, and drivers and passengers enjoy enhanced visibility courtesy of large rear windows.

About the 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Every 2012 Fiat 500 includes FIAT FORWARD CARE™ – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio.

About the Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Jeep®, Dodge and Ram vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

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