

## **FCA US California Business Center and SoCal LX Enthusiast Group Celebrate a Decade of Growth at 10th Annual Spring Festival**

- More than 1,000 modern, full-size Chrysler 300s, Dodge Chargers and Challengers are expected to attend this year's event
- More than \$10,000 raised for local charities

March 18, 2015, Irvine, California - As the largest owners' gathering of rear-wheel-drive "LX" platform vehicles from FCA US LLC, the 10th annual Spring Festival of LXs draws some of the most loyal and hardcore Chrysler 300, Dodge Charger and Dodge Challenger enthusiasts from more than 31 states, plus Canada, Mexico and even Europe.

This is not your typical "car cruise." This is the physical manifestation of a viral hurricane that has been brewing and growing since 2006. This three-day destination event in Southern California pays tribute to more than just the modern, rear-wheel-drive Chrysler, Dodge and SRT brand vehicles – it's a California homecoming of some of the most customized and performance-tuned American vehicles on the road.

"We have the best owners in the world, they inspire us and they drive us. Our designers, our engineers our product planners feed off of this event," said Jason Stoicevich, Director of the California Business Center, FCA US and Vice President – FIAT Brand, FCA â" North America. "Proof is in our latest full-size offerings: the heart-pounding Challenger and Charger SRT Hellcats and Scat Packs from Dodge and the bold new 300 from Chrysler, products inspired by our owners. We view this event as an extension of our corporate family and truly look forward to hosting it every year."

### **AGENDA:**

#### **Thursday, March 19**

- 6 p.m. - 10 p.m., Cruise-in at Fuddruckers in Lake Forest, California

#### **Friday, March 20**

- Noon - midnight, Spring Festival Kickoff Party at Double Tree Irvine Spectrum

#### **Saturday, March 21**

- 10 a.m. - 4 p.m., 10th annual Spring Festival of LXs at the Verizon Wireless Amphitheater, 8808 Irvine Center Dr., Irvine, California (main parking lot)
  - Dodge Challenger SRT Hellcat and Viper thrill rides
  - Chrysler Pavilion – interactive consumer display with raffle/shirt takeover
  - FCA US product display and consumer interaction

Photo and executive interview opportunities available.

### **About Spring Festival**

Started in 2006 in the FCA US California Business Center parking lot as a small group and active community of online Chrysler and Dodge "LX" owners and forum users, "Spring Festival" has grown into one of the largest "viral" owner events in the country (LX was the original vehicle platform code for Chrysler 300, Dodge Charger and Dodge Magnum). It has become somewhat of a homecoming for the owners, giving the active digital communicators a chance to meet face to face.

With food, prizes, custom vehicle displays, vendor alleys, cruises, parties and manufacturer round-table discussions, the event has evolved from a single day into a three-day weekend. Part homecoming, part celebration of great

American cars and part festival, this event has become a family destination every March.

The Spring Festival of LXs is a unique collaboration between FCA US California Business Center, owners, forum users, aftermarket vendors and “tricked-out” vehicles from the factory. <http://www.socallx.com/SpringFestival.aspx>

**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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