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The FIAT Brand North America Wins Coveted The Joe Award at Adcraft Club of Detroit's Annual D Show

Ram Truck Brand Receives Nine Awards Including Recognition for "Courage Is Already Inside" and "Roots and Wings" Campaigns

December 4, 2015, Auburn Hills, Mich. - The FIAT brand was awarded the esteemed The Joe award for its Fiat 500X "Blue Pill" commercial. The award, selected by local journalists, was presented during the annual awards show this past Wednesday, Dec. 2. The Ram Truck brand received a total of nine awards across television and online, including multiple CRAFT awards for its 2015 "Courage Is Already Inside" campaign, celebrating the character of strong women who have worked hard to overcome the odds to achieve their goals, in addition to a music accolade for its campaign "Roots and Wings," the song Grammy® Award-winner Miranda Lambert wrote especially for the Ram Truck brand, and the cornerstone of its marketing initiative launched earlier this year. The three campaigns were created in partnership with Dallas-based The Richards Group.

FCA US LLC earned 13 awards in all, including "Consumer TV – Single Over :30" for both the Fiat 500X "Blue Pill" and the Jeep® brand's "Beautiful Lands" ads. Adcraft's advertising awards took place at Detroit's Masonic Temple. Awards are given for work done in the last year with categories including print, TV, integrated branding, digital media, social media, graphic design and innovative marketing.

The Fiat 500X "Blue Pill" video playfully and cheekily introduced the FIAT brand's all-new 2016 Fiat 500X crossover. Filmed in Pitigliano and Sorano, Italy, and featuring Italian actors Nini Salerno and Adele Pandolfi, the spot follows the epic journey of the the Fiat 500X "Blue Pill" as it slips through the fingers of an amorous Italian, skipping across rooftops, down a drain pipe, bouncing off villa walls, ping-pong across café tables and eventually dropping into the open fuel tank of a Fiat 500. Given the "Blue Pill," the vehicle becomes a "bigger, more powerful and ready for action" 2016 Fiat 500X crossover. The video can be viewed at www.fiatusa.com.

"Our culture at FCA encourages us to lead and to innovate," said Olivier Francois, Chief Marketing Officer, FCA Global. "The campaigns recognized at the D Show this week are reflective of that spirit, and to have it embraced by the local advertising community has special meaning for us here in Detroit."

The Fiat 500X "Blue Pill" ad first debuted as a longer-form video at the October 2014 Paris Motor Show during the FIAT brand's global reveal of the all-new 2016 Fiat 500X. It became a viral sensation, receiving nearly 10 million views online and prompting the decision to air it this year during the Super Bowl telecast, and currently has amassed over 30 million worldwide web views.

Following this past year's Super Bowl telecast, FCA US creative took three of the Top 15 spots in the 2015 USA TODAY Ad Meter poll that ranks commercials that air during the big game, and placed #1 in the automotive category. (The Fiat 500X "Blue Pill" took the #3 position overall and #1 in automotive category; Dodge brand's "Wisdom" took the #6 position and Jeep brand's "Beautiful Lands" placed #15 overall.). *Automobile Magazine* also named the Fiat 500X "Blue Pill" and the Jeep "Beautiful Lands" ads in its 2015 list of "Our 6 Favorite Automotive 2015 Super Bowl Ads."

FCA US LLC awards included:

THE JOE

Fiat 500X – "Blue Pill"
The Richards Group

CONSUMER TV– SINGLE OVER :30

Jeep – "Beautiful Lands"

The Richards Group

CONSUMER TV– SINGLE OVER :30

Fiat 500X – "Blue Pill"

The Richards Group

ONLINE FILMS & VIDEO – VIDEO SERIES

FCA – "Under the Hood of Country Music"

Sapient Nitro

THE CRAFT – ILLUSTRATION - COMMERCIAL

Ram Truck – "Welcome to Truck Country: Campfire"

The Richards Group

THE CRAFT – ILLUSTRATION - COMMERCIAL

Ram Truck – "Welcome to Truck Country: Dinner"

The Richards Group

THE CRAFT – ORIGINAL MUSIC - COMMERCIAL

Ram Truck – "Courage Inside"

The Richards Group

THE CRAFT – ORIGINAL MUSIC - COMMERCIAL

Ram Truck – "Roots and Wings"

The Richards Group

THE CRAFT – EDITING - COMMERCIAL

Ram Truck – "Monday"

The Richards Group

THE CRAFT – EDITING - COMMERCIAL

Ram Truck – "Courage Inside"

The Richards Group

THE CRAFT – CINEMATOGRAPHY – COMMERCIAL

Ram Truck – "Courage Inside"

The Richards Group

THE CRAFT – THE WRITTEN WORD – COMMERCIAL

Ram Truck – "Monday"

The Richards Group

PRINT - CONSUMER MAGAZINE SINGLE

Alfa Romeo – "Wood"

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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:

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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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