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FCA US Appoints Safety Advocate

January 15, 2016, Auburn Hills, Mich. - FCA US LLC has appointed Kristen Kreibich to fill its newly established position of Safety Advocate.

Kreibich, who brings to the job more than 20 years of manufacturing, regulatory and safety experience, is tasked with enriching the safety culture at FCA US.

"Everyone is a safety advocate at FCA US, because safety considerations are baked in to every component of every product we make," says Mike Dahl, Head of Vehicle Safety and Regulatory Compliance (VSRC). "But Kristen's appointment is the embodiment of this mindset. She is our new safety ambassador."

The position of Safety Advocate is being added to VSRC, an organization that was restructured in 2014 to streamline critical decision-making. Accordingly, Dahl reports directly to the Company's Chief Executive Officer.

In slightly more than one year, the number of vehicle-safety personnel in the organization has more than doubled.

Kreibich will be responsible for promoting greater awareness of vehicle and occupant safety – both internally with FCA US employees, and externally with regulators, industry observers and trade associations. In addition to highlighting the Company's safety engineering achievements, she will share her insights about proposed legislation and the evolution of the safety landscape.

"Because of my background, I am passionate about vehicle safety," said Kreibich, who previously served FCA US as Manager of Vehicle Safety Planning. "It's a topic of vital importance and my mission will be to ensure it remains top of mind, universally. Because we are all stakeholders – my colleagues here at FCA US, my regulatory counterparts, third-party ratings groups, dealers and especially our customers."

In her previous position, Kreibich's duties included working with organizations such as the Insurance Institute of Highway Safety (IIHS), which recently awarded Top Safety Pick+ status to the Fiat 500X small crossover and the Chrysler 200 midsize sedan – the second time the car has earned this distinction.

Kreibich joined the Company in 1995 as a production supervisor.

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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