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## **GAC FCA Celebrates Production Launch at New Jeep® Plant in Guangzhou, China**

- First locally produced Jeep® Renegade rolls off manufacturing line at GAC FCA Guangzhou plant
- Guangzhou plant adopts World Class Manufacturing system to bring Chinese consumers world-class quality vehicles
- Introduction of Jeep Renegade expands Jeep product portfolio in China

April 17, 2016, Guangzhou, China - Jeep® Renegade began rolling off the assembly line today at the new Guangzhou plant of GAC Fiat Chrysler Automobiles Co., Ltd. (GAC FCA).

The launch marks another milestone for the company following the announcement and implementation of local production for the Jeep Cherokee, which began at the GAC FCA Changsha plant on October 19, 2015. Local production of the Jeep Renegade further represents the accelerated growth of GAC FCA and the Jeep brand's increased ability to compete across the SUV market in China. Many government officials and company executives attended the ceremony.

Sergio Marchionne, Chief Executive Officer of Fiat Chrysler Automobiles N.V. said, "Today is an important step in our strategy to expand the Jeep brand's global presence and, equally important, it represents a further strengthening of the joint enterprise with our respected and valuable partner here in China, the GAC Group."

World Class Manufacturing (WCM) continues to set the industrial benchmark

The GAC FCA Guangzhou plant is located within the manufacturing base of the GAC Group's passenger vehicles in the Panyu District, Guangzhou. As a joint effort between GAC and FCA, the facility was built with production capacity to build 160,000 vehicles a year.

The Guangzhou plant was built based on the WCM concept. The plant features an advanced process layout, production equipment and an environmental management model. The factory includes four cutting-edge workshops for stamping, welding, painting and general assembly, respectively, as well as an independent Quality Assurance (QA) center.

The launch of the Guangzhou plant not only indicates a solid foundation for the long-term development of GAC FCA in China, but also sets a WCM example for China's manufacturing industry.

Mr. Zhang Fangyou, Chairman of the Guangzhou Automobile Industry Group Co., Ltd. (GAC) said, "GAC FCA stands for an excellent joint effort amongst China, the U.S. and Italy. The GAC FCA Guangzhou Plant enjoys extensive advantages in product, technology, and management. Without a doubt it will further accelerate the development of not only GAC Group, but also the whole automotive industry here in Guangdong Province, China."

The presales of the locally produced Jeep Renegade will begin at the Beijing Motor Show in late April 2016.

### **Jeep Brand**

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to

provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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