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## **FCA US and FIAT Brand Celebrate Motor City Pride!**

- FCA US and FIAT brand to provide key sponsorship support of the Motor City Pride parade and festival
- Participation sustains Company's support of LGBT employees, customers, communities and issues
- All-new 2017 Fiat 124 Spider and rainbow-skinned 2016 Fiat 500X will serve as grand marshal vehicles for this year's parade

June 10, 2016, Auburn Hills, Mich. - Detroit will again be blanketed in colors of the rainbow this weekend (June 11-12) celebrating lesbian, gay, bisexual, and transgender (LGBT) culture at Motor City Pride, an annual two-day festival and parade that is the largest LGBT gathering in Michigan.

As a key sponsor of the festival and the lead sponsor of the parade, FCA US LLC and the FIAT brand will celebrate their longstanding commitments to LGBT employees, communities, customers and issues.

The 2017 FIAT 124 Spider, the brand's all-new roadster, and a specially wrapped new 2016 FIAT 500X, the brand's first all-wheel-drive vehicle, will serve as grand marshal vehicles of the Motor City Pride parade, which will begin at noon on June 12 and end at Hart Plaza.

"We are pleased to once again have a leading role supporting Motor City Pride, the largest LGBT event in the state of Michigan," said Bob Broderdorf, Director of FIAT Brand North America. "Motor City Pride is among the many ways FCA US and FIAT Brand celebrates our inclusive work culture in which all members of our team are respected and fully engaged developing vehicles that resonate with diverse buyers and communities."

The energy behind the FCA US sponsorship of Motor City Pride is its LGBT Business Resource Group: the Gay and Lesbian Alliance (GALA). GALA is one of seven groups that enable FCA US employees to express their special attributes together, while bringing awareness and value to the larger community through volunteer and charitable activities.

"Motor City Pride is empowered by the support of FCA US and the FIAT brand, helping to amplify the growth and significance of this annual event," said Dave Wait, Chairperson – Motor City Pride. "We are so thankful for this collaborative partnership, sharing the drive to achieve full equality and respect for all people in Michigan."

FCA US was a leader among U.S. employers in providing domestic partner benefits to its employees in 2000 and has achieved a perfect score of 100 percent on the Human Rights Campaign's (HRC) Corporate Equality Index nine times since the benchmark was established. The HRC is the educational arm of the Human Rights Campaign Foundation, America's largest civil rights organization, and is dedicated to achieving LGBT equality. The Company is the only automaker to consistently achieve a perfect CEI rating.

### **About Motor City Pride**

Motor City Pride is a volunteer-driven event celebrating the lives of Michigan's Gay, Lesbian, Bisexual and Transgender citizens. A weekend packed with multiple events including a family picnic, golf outing, Commitment Ceremony and parade. Motor City Pride culminates as the largest LGBT gathering in Michigan and is located in the heart of the region at beautiful and historic Hart Plaza, located on the riverfront in downtown Detroit.

### **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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