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## **Fiat Chrysler Automobiles Celebrates 7.8 Billion YouTube Music Video Views With Two-minute Commercial During 2016 American Music Awards Tonight (Sunday, November 20)**

- Company amasses 7.8 billion views on YouTube thanks to music videos featuring custom vehicle integrations through collaborations with major record labels
- FCA is the official Automotive sponsor of the American Music Awards telecast
- Two-minute television spot during American Music Awards (on ABC from 8 PM - 11 PM EST) this Sunday night celebrates the music industry with “[Music Brings Us Together](#)” message
- One-minute Ram Truck brand spot “[Work](#)” to also debut during broadcast
- FCA US has collaborated with the music world’s biggest record labels across genres to organically feature vehicles in music videos
- Videos will be available on Company’s social channels after show

November 20, 2016, Auburn Hills, Mich. - The ongoing collaboration between FCA US and the music industry’s top music labels has pushed the automaker’s presence in official YouTube music videos to a record of nearly 8 billion views and climbing. The Company will debut a two-minute spot (“[Music Brings Us Together](#)”) and a one-minute spot (“[Work](#)”) celebrating its ties to the music industry during this Sunday night’s American Music Awards broadcast November 20 on ABC from 8 p.m. to 11 p.m. EST.

“This music program embodies the best of FCA’s culture of leadership – mind blowing engagement numbers, an exclusive connection with the Millennials, authentic relevance for our brands and a targeted audience that aligns organically with each brand’s set of values and ethos,” said Olivier Francois, Chief Marketing Officer, FCA – Global. “This number – 8 billion views – is not only the equivalent of one view for every person on the planet, it also means that FCA has probably the most viewed products in the automotive category on YouTube. And more importantly even, it also represents 70 Super Bowls at a nominal cost, which for me, is the best ROI on planet marketing.”

Francois added, “This obviously wouldn’t have been possible without the personal commitment of four visionary music executives who got their respective labels – Warner music, Interscope, Atlantic Records and Epic – to buy into our approach and pragmatically make the most of today’s market appetite for branded content, in the best interest of their respective artists.”

To mark the extraordinary achievement, FCA has created a two-minute “mashup” (airing one time only during Sunday night’s American Music Awards) entitled “[Music Brings Us Together](#),” which includes footage from some of the more recent music videos from labels with whom the Company has partnered with over the years. The collection of 16 videos in the “[Music Brings Us Together](#)” spot puts a focus on emerging artists of the Millennial generation including the following:

Interscope Records: X Ambassadors (“Renegades” with Jeep® Renegade), Aluna George (“Not Above Love” with Ram 1500), Machine Gun Kelly feat. Camila Cabello (“Bad Things” with Dodge Challenger) and One Republic (“Kids” with Fiat 500X).

Atlantic Records Group: Flo Rida (“My House” with Dodge Durango), Saint Motel (“Move” with Fiat 124 Spider), Fitz & The Tantrums (“Handclap” with Fiat 124 Spider), Galantis (“Peanut Butter Jelly” with Fiat 500 Abarth), Charlie Puth (“One Call Away” with Jeep Renegade, Fiat 500X and Dodge Challenger) and Cash Cash feat. Sophia Reyes

("How To Love" with Fiat 500X).

Warner Bros. Records: Gary Clark Jr ("BYOB Can't Sleep Shake" with Dodge Challenger), Echosmith ("Bright" with Jeep Renegade, Jeep Wrangler and Fiat 500X), Brandy Clark ("Girl Next Door" with Ram Rebel), Greg Holden ("Hold On Tight" with Ram 1500), Jason Derulo ("Kiss The Sky" with Fiat 124 Spider) and Michael Buble ("Nobody But Me" with Fiat 124 Spider).

The two-minute "[Music Brings Us Together](#)" spot will include a nod to each label after each collection of songs, with each "postcard" celebrating the individual partnerships, their audiences and the music industry, tied together through the "Music Brings Us Together" message. FCA US worked in partnership with Union Adworks on the spot.

In addition to the two-minute spot, the Ram Truck brand will debut a branded one-minute television spot "[Work](#)" during the broadcast.

As an ode to the very popular Fifth Harmony "Work from Home" video, Ram Truck salutes America's "everyday performers" from construction workers to skilled trades to farmers. Ram 1500 and Ram Heavy Duty trucks are featured in the spot.

Set to the soundtrack of the Fifth Harmony chart-topping hit and created in collaboration with Epic Records, the 60-second spot "[Work](#)" starts out appearing to be a normal Ram commercial, then transitions to bring to life all the joy that hard-working American's take in their work. It closes with congratulations to Fifth Harmony for their nomination and thanks to Epic for its collaboration with Ram.

The spot was created in partnership with SapientRazorfish.

The Fifth Harmony feat. Ty Dolla \$ign version of "Work from Home" has garnered more than one billion views and is nominated for the 2016 AMA "Collaboration of the Year" award.

FCA US has collaborated with the music world's biggest record labels across genres to organically feature vehicles in music videos. The 7.8 billion views were achieved through FCA's partnerships with music labels, including Warner Music Group, Universal Music Group and their divisions, among others.

#### **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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