

FCA US Dealers to Brighten the Night for Customers

- Lighting upgrade to brighten dealership showrooms, service bays and lots
- Initiative expected to slash dealer energy and maintenance costs

January 6, 2017, Auburn Hills, Mich. - FCA US LLC dealerships are brightening the night for their customers who shop for new cars and trucks after sundown.

FCA US has launched its "FCA Bright Initiative" that will not only provide customers and dealership employees with a brighter and safer environment at night, but also slash a dealership's total electricity costs by up to 50 percent through the installation of new Light-Emitting Diode (LED) lighting.

This program supports the Company's sustainability approach, by working with business partners to develop responsible and sustainable development practices.

FCA US has already tested the new LED lighting at a California Chrysler, Jeep®, Dodge, Ram Truck and FIAT dealership and is rolling out the initiative to its entire network of 2,600 dealerships in the U.S.

"This new wave of lighting is a win for both the dealership and its customers," said [Al Gardner](#), Head of Network Development, FCA – North America. "Converting traditional lighting systems to eco-friendly LED lighting enhances the customer experience in the showroom, service and parts departments and on dealership lots, while the dealership immediately begins to save on lighting costs."

FCA US has partnered with Revolux LED Solutions and GE Lighting to plan and install the new lights and fixtures.

The Houston-based Revolux already has completed more than 375 lighting upgrade projects, including 40 FCA US dealerships nationwide. In addition to saving on energy costs, Revolux notes that with LED lighting, dealerships can reduce their fixture count by up to 25 percent, maximize light distribution, reduce placement costs, showcase inventory in true colors, and improve productivity in service and parts departments.

FCA US and Revolux introduced the initiative in a pilot at San Leandro Chrysler Jeep Dodge Ram, in San Leandro, California.

"When we considered the Revolux upgrade to LED, I was skeptical at first," said Carlos Hidalgo, dealer principal at the San Leandro dealership. "But when customers come up and ask, 'Wow, what have you done to the facility?', then you know you've done something right."

The LED lighting design creates a more inviting shopping experience at night, Hidalgo said. "We literally shine all over the boulevard."

While savings will vary by dealership, the pilot installation saved the San Leandro dealership more than 50 percent in total electricity costs since installing the LED lights in August.

FCA US dealers interested in the LED lighting upgrade should contact Revolux in Houston at 1-800-FCA-BRIGHT, or email at FCABRIGHT@RevoluxLED.com.

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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