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Experience Award-winning Chrysler Group Vehicles at the Houston Auto Show

Multiple Exhibits Showcase the Capability and Quality of Chrysler Group Products

January 22, 2014, Auburn Hills, Mich. - Chrysler Group LLC returns to the 2014 Houston Auto Show with a variety of vehicle driving experiences. The Ram Truck brand will debut an interactive 25,000-square-foot test track featuring the 2014 Ram 1500, named *MotorTrend* magazine's "Truck of the Year" and given the highest honor by the Texas Auto Writers Association (TAWA) as the "Truck of Texas[™]" in 2013. Those looking for more family-oriented fun will have the opportunity to experience Camp Jeep®, the Chrysler Drive and kid-size Jeep and Ram Truck vehicles at the Kids Fun Zone.

"We are thrilled to offer these driving courses so consumers can get behind the wheel and experience the impressive capabilities and features of our award-winning Chrysler, Jeep, Dodge, Ram and FIAT vehicles," said Michael Curmi, Head of Experiential Marketing, Chrysler Group LLC. "Consumers visiting our driving experiences also have the opportunity to win our national vehicle giveaway contest."

The Chrysler Drive provides a no-pressure, no-hassle opportunity to test drive and evaluate the latest models from Chrysler, Jeep, Dodge, Ram and FIAT at no additional charge.

The Ram Truck brand test track is an interactive adventure zone that demonstrates the power and capabilities of the pickup trucks created for every job. Professional drivers steer through the interactive course featuring the iconic Ram Mountain, allowing passengers to experience the capabilities and quality of a Ram truck, from various heights and landscape simulations.

Camp Jeep is the ultimate indoor off-road driving test. The 25,000-square-foot exhibit will give auto show attendees a chance to experience the extreme off-road capabilities of Jeep vehicles, including the 2014 Jeep Cherokee, Autobytel.com's "SUV of the Year," without leaving the show floor. The course will be comprised of several obstacles that simulate some of the rigorous testing that Jeep vehicles endure before customers get behind the wheel. The Camp Jeep experience/track is intended to demonstrate the robust Trail Rated capabilities of Jeep vehicles. This provides consumers a first-hand look at the capability standards of Jeep vehicles for ground clearance, traction, stability, articulation and suspension.

Also, fresh from a highly successful debut at the North American International Auto Show in Detroit, the Chrysler brand display will include the 2015 Chrysler 200. The Jeep brand has chosen Houston as the site for unveiling a lineup of new special-edition Jeep vehicles and the display will also feature a Willy's Edition Jeep Wrangler - this edition traces Jeep's roots back to WWII when the first civilian Jeep ("CJ") vehicles reached the public in 1945, and dutifully served the U.S. military with its durability and ruggedness.

The Houston Auto Show, produced by the Houston Automobile Dealers Association, brings the global automotive world to Texas to allow consumers to see, touch, drive and experience the auto industry's latest and greatest offerings, all under one roof. Each of the Chrysler Group brands will offer something for Houston Auto Show attendees to enjoy. The Chrysler Group experiences at the Houston Auto Show will be open daily from Wed., Jan. 22 through Sun., Jan. 26 at the Reliant Center.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, FIAT and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Grand Cherokee, Dodge Dart, Ram 1500, SRT Viper and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

About Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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 in pursuit of the brand's vision of accomplishing Zero Emission Freedom and added 4x4 capability. All Jeep brand vehicles will offer an electrified variant by 2025.

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