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Fiat 500L Named the 'Featured Vehicle' and Camp Jeep® Returns to the 2014 Twin Cities Auto Show

- With comfortable seating for five and the interior space of a large car, the 2014 Fiat 500L will be the 'Featured Vehicle' for the auto show
- Perennial favorite Camp Jeep® returns with the new articulation obstacle 'Trail Rated Pass'
- All-new 2015 Chrysler 200 mid-size sedan makes Minneapolis debut
- Ram Truck brand display features award-winning 2014 Ram 1500 EcoDiesel with best-in-class 28 mpg fuel economy, 2014 Ram ProMaster and 2014 Ram 2500 6.4-liter HEMI® V-8
- SRT brand shows off its flagship performance machine – the 640 horsepower 2014 SRT Viper GTS
- Dodge introduces the Challenger R/T Shaker with functional throwback 'Shaker' hood
- Show attendees can enter the 2014 Chrysler Group National Giveaway for a chance to win $45,000 toward any eligible Chrysler Group vehicle

March 7, 2014, Minneapolis - Chrysler Group LLC will celebrate the Fiat 500L as the "Featured Vehicle of the Twin Cities Auto Show" and mark the debut of the all-new 2015 Chrysler 200 to Minnesota. Showcasing the all-new 2014 Jeep® Cherokee, Camp Jeep returns with 25,000 square feet of off-road obstacles inside the Minneapolis Convention Center. Visitors to any of the interactive Chrysler Group experiences can enter the 2014 National Giveaway for a chance to win $45,000 toward the purchase of any eligible Chrysler Group vehicle.

"The Twin Cities are a growing and important market for the Chrysler Group," said Jeff Hines, Director – Denver Business Center, Chrysler Group LLC. "Aided by the serious winter and the brand's legendary off-road capabilities, Jeep brand sales locally are up 77 percent and the Ram brand is up 24 percent already in 2014. At the 2014 Twin Cities Auto Show, we hope to showcase the exciting new vehicles coming to the family - the 2015 Chrysler 200, the Jeep Cherokee and the 'Featured Vehicle' of the auto show, the Fiat 500L. The show also will give consumers the chance to see the capabilities behind the Trail Rated badge at Camp Jeep."

All-new 2015 Chrysler 200

Exquisite style meets exceptional performance in the all-new 2015 Chrysler 200. The Chrysler 200 leapfrogs expectations for a mid-size car with an elegant exterior design, a thoughtful, beautifully crafted interior and an exceptional driving experience complements of a segment-first nine-speed automatic transmission and an all-new chassis. With estimated highway fuel economy of 35 miles per gallon; the most available safety and security features in the segment with 60; an available, best-in-class all-wheel drive system; easy-to-use, state-of-the-art technology and a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just $21,700, the all-new 2015 Chrysler 200 is a car that customers will be proud to own, at a price they will appreciate. The 2015 Chrysler 200 is designed, engineered and built with pride in Michigan.

2014 Fiat 500L

The FIAT brand display will include the 2014 Fiat 500L, the focus of the new global advertising campaign "Mirage" that introduces new Fiat 500L tagline, "Unbelievably Big." Expanding on the style, efficiency and driving enjoyment that has made the Fiat 500 an icon for more than 55 years, the all-new 2014 Fiat 500L expands the Cinquecento's

appeal by offering 42 percent extra interior space with comfortable seating for five, engaging driving dynamics, a 160-horsepower 1.4-liter MultiAir Turbo engine and two fuel-saving, six-speed transmission offerings, all wrapped in contemporary Italian design.

2014 Ram Trucks

Among the many Ram Trucks on display will be the 28 mpg 2014 Ram 1500 EcoDiesel, named *MotorTrend* "Truck of the Year." For those that need even more power, the 2014 Ram 2500 with an all-new 6.4-liter HEMI® V-8 will be on the show floor along with the Ram ProMaster, the latest entry into the full-size cargo van segment from the Ram Truck brand.

2014 Dodge Challenger R/T Shaker

Injecting a fresh shot of heritage into the Challenger lineup, the new 2014 R/T Shaker model features unique throwback muscle-car cues that link directly to Dodge brand's performance legacy. Like the original 1970 Challenger R/T with the Shaker hood, the new 2014 model continues the Dodge tradition of an engine-mounted hood scoop that "shakes" with the powertrain's movement. Dodge also will showcase the 2014 Dodge Dart Blacktop and continue to celebrate the 100th anniversary of the brand.

Camp Jeep

The perennial show favorite, Camp Jeep, is back. Show attendees can experience the ultimate indoor off-road driving test, with the "Trail Rated Pass," an all-new track element showcasing the vehicle's articulation and wheel travel. The 25,000-square-foot exhibit replicates extreme off-road conditions to showcase the robust Trail Rated capabilities of the Jeep family of vehicles, including the 2014 Jeep Cherokee, Autobytel.com's "SUV of the Year" without leaving the showroom floor. Twin Cities' consumers will have a first-hand look at the capability standards of Jeep vehicles for ground clearance, traction, stability, articulation and suspension.

About Twin Cities Auto Show

The 2014 Twin Cities Auto Show is sponsored by the Greater Metropolitan Automobile Dealers Association of Minnesota Inc. (GMADA). GMADA is an organization of 125 new car and truck franchised dealers in the greater Minneapolis and St. Paul area. The 2014 GMADA president is Michael Gallagher of Luther Automotive Group and GMADA executive vice president is Scott Lambert. The 2014 Auto Show Featured Vehicle is the 2014 Fiat 500L**.** The Hilton Minneapolis is the official host hotel. For more information about the Twin Cities Auto Show, visit www.twincitiesautoshow.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).

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