

Contact: LouAnn Gosselin

Bradley Horn

FCA Canada: Jeep® and the FCA Foundation Celebrate Canada Day With Life-Size 'Canstruction®' of Jeep® Wrangler for Charity

- Full-scale Jeep® Wrangler built from over 4,500 cans of food will provide more than 3,120 meals to Greater Vancouver Food Bank Society
- Vehicle built by local students 12-18 years of age
- Jeep and the FCA Foundation again partnered with Canstruction® Inc. for the build, an international non-profit organization that aims to raise awareness for hunger and poverty, along with Science, Technology, Engineering and Math (STEM) principals, plus community service
- Public can stop by Canada Place on Canada Day to take a **#JeepCANselfie** in the vehicle
- In 2014, FCA Canada was the top-selling automaker in B.C., a title it's retained thus far in 2015
- Jeep Wrangler is B.C.'s best-selling small SUV by more than double its closest competitor

July 1, 2015, Vancouver, B.C. - FCA Canada (formerly Chrysler Canada) is celebrating Canada Day with a life-size replica of the iconic Jeep® Wrangler built from over 4,500 cans of non-perishable food that will be donated to local charity.

The automaker's famed Jeep brand and the FCA Foundation - the charitable arm of FCA US LLC –partnered with the international non-profit organization Canstruction® Inc. to build the vehicle, can-by-can, at Vancouver's renowned, waterfront Canada Place. Assembled by local-area students aged 12-18, this special Wrangler will provide more than 3,120 meals to the Greater Vancouver Food Bank Society when donated after our nation's 148th birthday.

"This unique Canada Day Canstruction project not only serves as a tool to raise awareness for issues of hunger and poverty in our country, it also demonstrates to the students involved how critical – and fun - subjects like science, technology, engineering and math can be," said Reid Bigland, President and CEO, FCA Canada. "This project also provides a wonderful opportunity for us to give back to a community that has helped drive FCA's success in Canada. In 2014 and year-to-date, FCA is the top-selling automaker in B.C. It's fitting too, that the subject of today's Canstruction is the iconic Jeep Wrangler, the top-selling small SUV in Canada and a great fit for the rugged terrain of British Columbia."

This Jeep Wrangler build in Vancouver represents the third time FCA Canada and the FCA Foundation have partnered with Canstruction Inc. on a project. In 2013, they paired up to build a life-size Dodge Grand Caravan in Toronto's Yonge-Dundas Square and also built a full-size Ram pickup in Calgary in 2014 during the city's famed Stampede. Canstruction utilizes structures made out of full cans of food to capture public attention and raise awareness for hunger and poverty, along with STEM principals, plus community service.

The Canstruction Jeep Wrangler took approximately 12 hours to build and will be on display July 1, 2015 from 10am – 6pm as part of Canada Place's massive Canada Day celebration. Last year, over 250,000 people attended the daytime festivities, 300,000 watched the parade, and over 400,000 viewed the two-barge, simultaneous fireworks show.

The public is encouraged to climb aboard this specially-designed, "canstructured" Jeep Wrangler for a **#JeepCANselfie** to share on social media platforms.

About the FCA Foundation

Since 1953, the FCA Foundation, the charitable arm of FCA US LLC, has invested more \$500 million in charitable organizations and initiatives that help empower people, and build strong, viable communities. The FCA Foundation invests in programs that generate meaningful and measurable societal impacts in the following areas:

Education – programs that inspire young minds, particularly in the fields of science, technology, engineering, and math (STEM);

Military – programs that support financial and basic needs of military service members, veterans and their families;

Multicultural/Diversity – programs that promote inclusion and opportunity for diverse populations; and

Youth Development – programs that help young people develop the skills and leadership qualities to succeed in school, at work, and in life

Additionally, FCA seeks opportunities to support communities through its Motor Citizens® volunteer program. This innovative program enables FCA Canada salaried employees to use 18 hours of paid time each year to be an Engine for Change by investing their time and talents in community service projects.

About the 2015 Jeep Wrangler

A key part of Canada's best-selling SUV brand, the 2015 Jeep Wrangler is an iconic, go-anywhere vehicle, produced with more than 70 years of authentic heritage and real 4x4 engineering behind it. The most capable and recognized vehicle in the world - and the only four-door 4x4 open air vehicle on the market - Wrangler delivers an unmatched combination of open-air freedom, off-road capability and on-road refinement which has brought it popularity to an all-time high as Canada's best-selling compact SUV.

About Canstruction Inc.

Canstruction Inc. is a nonprofit charity founded in 1992 and headquartered in Atlanta, GA, USA. Events are hosted around the world to help raise awareness of hunger issues through the creation of structures made entirely out of canned food. Canstruction Inc. focuses on promoting basic math and advanced Science, Technology, Engineering and Math principals while instilling the importance of community service in children. Canstruction has help to donate over 25 million pounds of food since 1992 in over 150 cities around the world. To learn more visit

www.canstruction.org.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 95th anniversary in 2020. FCA Canada is a wholly owned subsidiary of FCA US LLC, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and sells 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. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid and Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

-###-

Additional information and news from FCA US LLC are available at: <http://media.fcanorthamerica.com>