

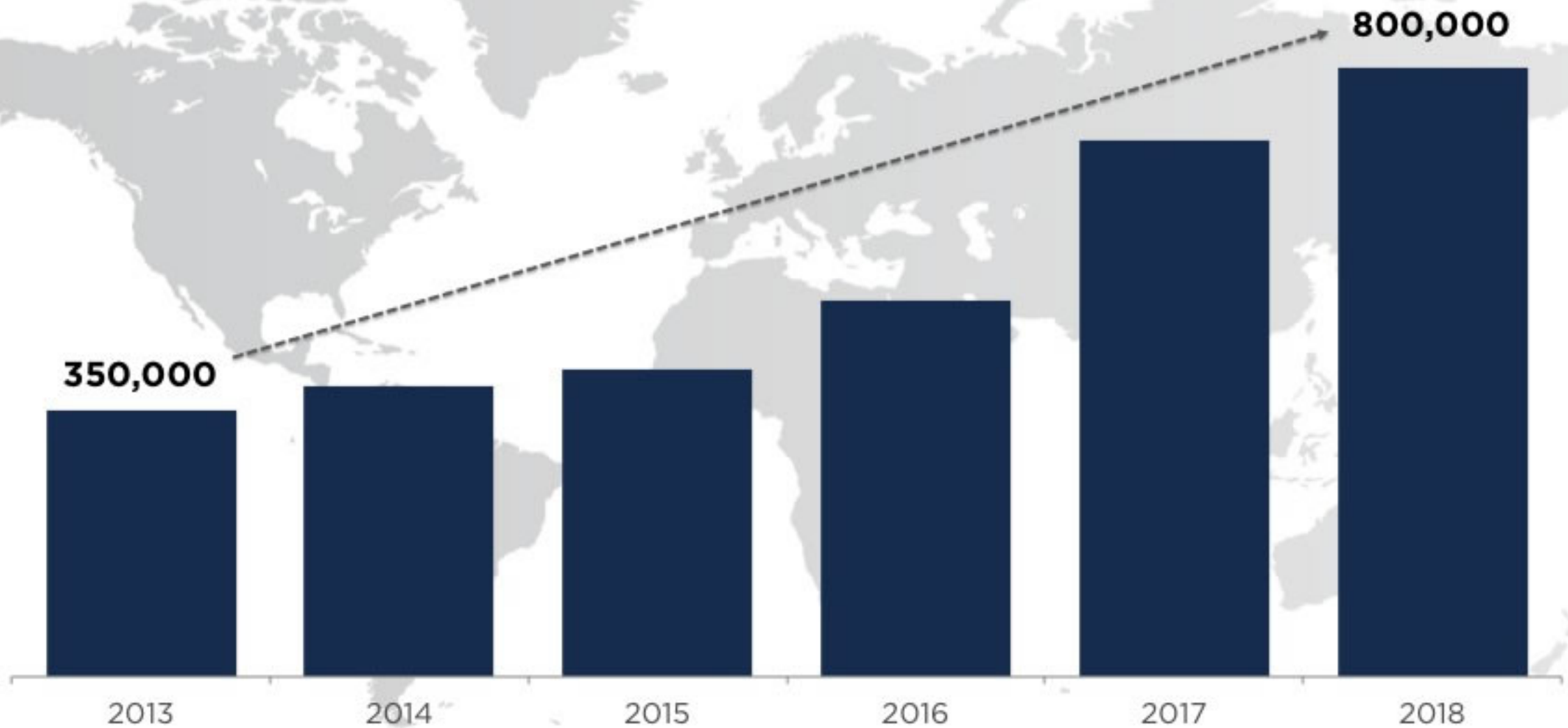


THE CHRYSLER BRAND

OUR TIME HAS COME

CHRYSLER BRAND

GLOBAL SALES GROWTH
(2013 - 2018)





CHRYSLER BRAND OUR FOUNDING BELIEFS

"I GAVE THE PUBLIC QUALITY, BEAUTY, SPEED, COMFORT,
STYLE AND POWER, ALL AT A LOW PRICE."

- WALTER P. CHRYSLER (1925)

QUALITY

DESIGN

CRAFTSMANSHIP

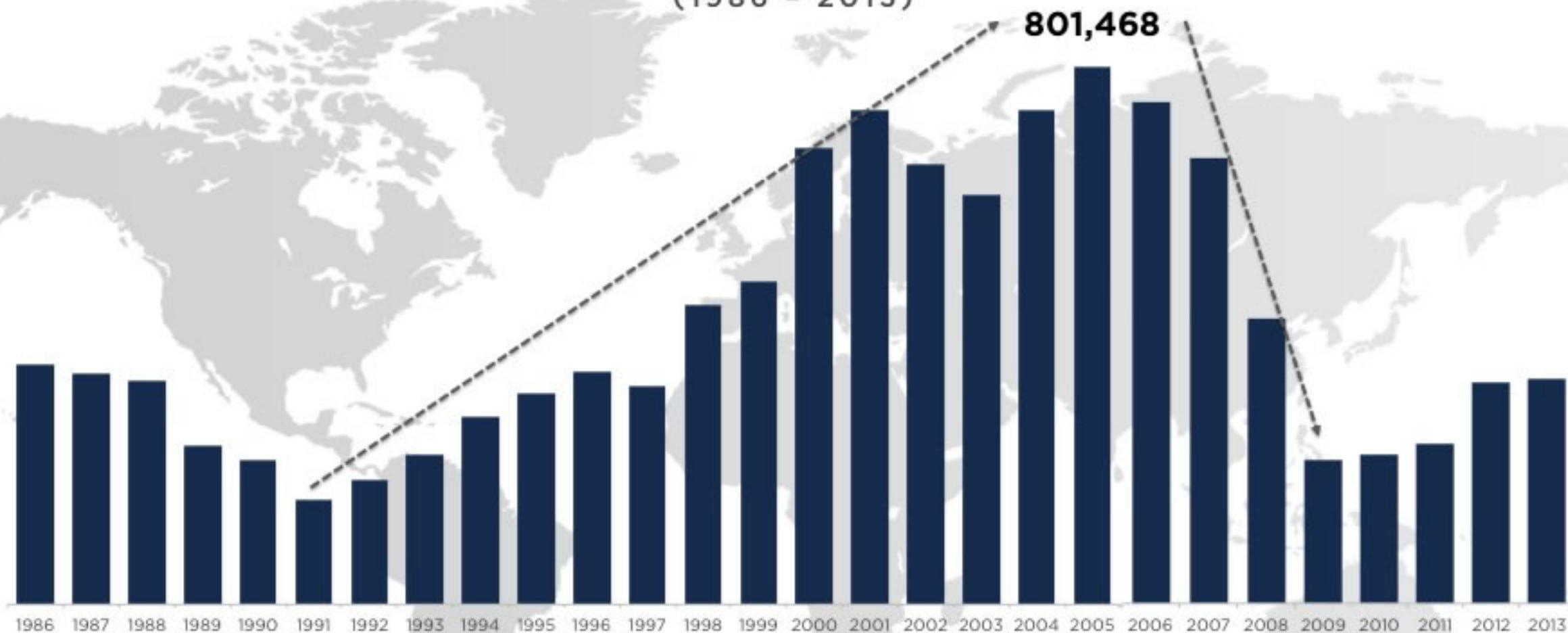
PERFORMANCE & EFFICIENCY

INNOVATION & TECHNOLOGY

VALUE

CHRYSLER BRAND HISTORY

WORLDWIDE TOTAL SALES
(1986 - 2013)



TOWN &
COUNTRY
1989



300M
1998



PT CRUISER
2000



PACIFICA
2003



300/C
2004



ASPEN
2006





REBUILDING MOMENTUM

(2009 - 2013)

REFRESHED PRODUCTS FOCUSED ON SEGMENT WHY BUYS
CONNECTED WITH AMERICAN CONSUMERS THROUGH
“IMPORTED FROM DETROIT”

IMPROVE RELEVANCY TO MASS-MARKET AMERICA

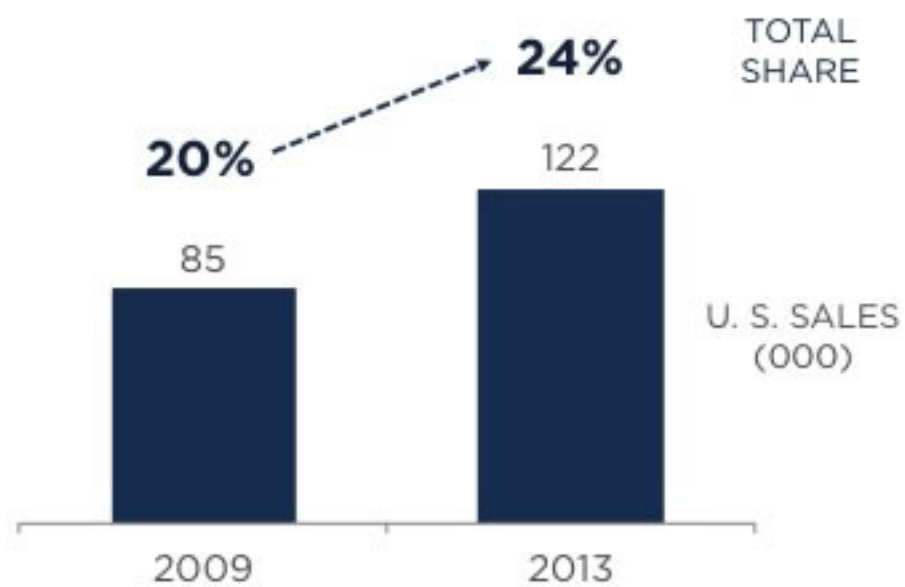


DOMINATE MINIVAN SEGMENT

TOWN & COUNTRY

U. S. TOTAL SALES +45% SINCE 2009

INCREASED SHARE TO 24%



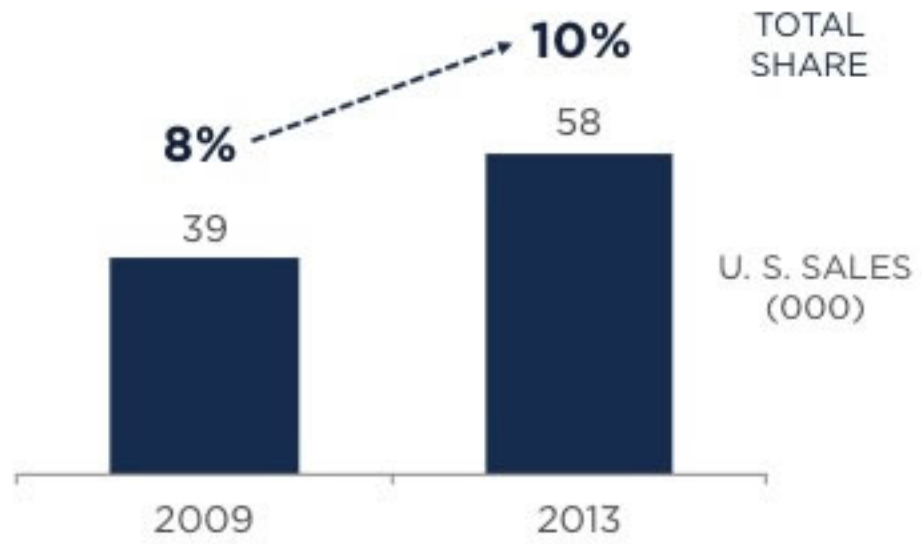


STRENGTH IN FULL-SIZE CAR SEGMENT

300/C

U. S. TOTAL SALES +50% SINCE 2009

INCREASED SHARE TO 10%



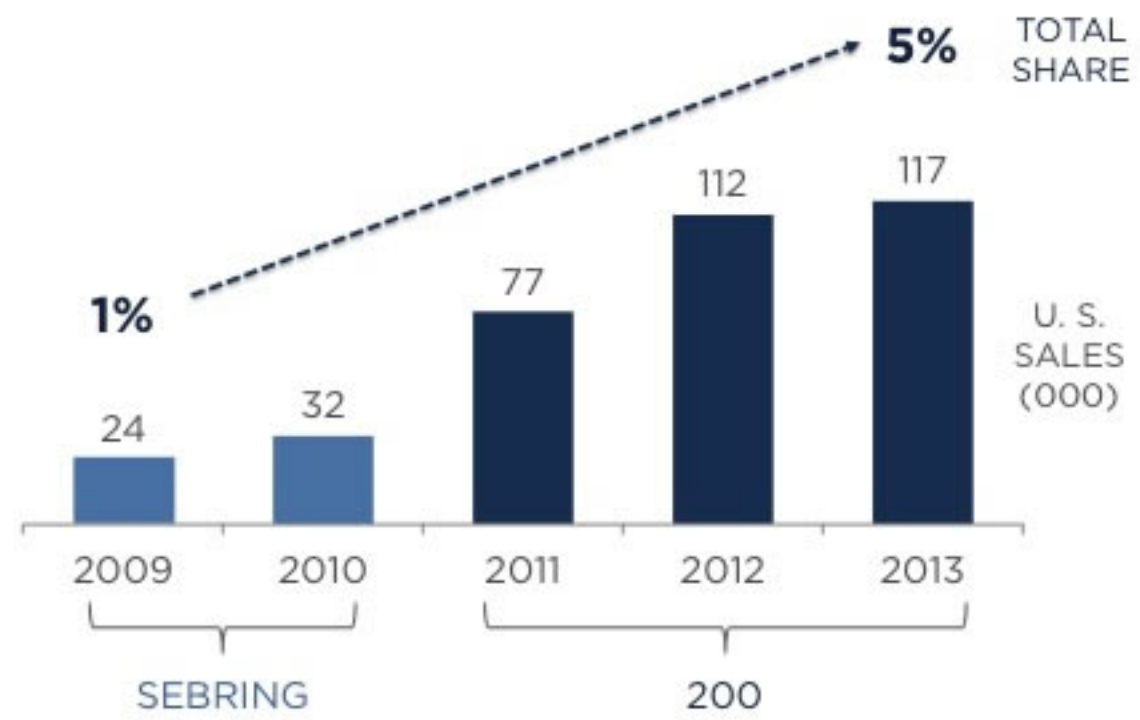


GAINS IN MID-SIZE CAR SEGMENT

200

U. S. TOTAL SALES +391% SINCE 2009

INCREASED SHARE TO 5%





EMBRACED TRENDS

GREW MORE CULTURALLY RELEVANT

CHRYSLER PARTNERSHIPS

EMINEM

CARHARTT®

JOHN VARVATOS™

BEATS AUDIO™

HARMAN KARDON® AUDIO

RFK CENTER FOR HUMAN RIGHTS

EDUCATION SUPPORT: DRIVE FOR THE KIDS™ PROGRAM

BULLYING PREVENTION

LATIN GRAMMY AWARDS®

UNITED WAY®

WEST COAST CUSTOMS®

NUCLASSICA

JAZZ FEST

SELECTED OF GOD CHOIR

MOTOWN®



CHRYSLER BRAND IS GETTING ACKNOWLEDGED BY 3RD PARTIES AND THE PRESS FOR ITS ACCOMPLISHMENTS

BRAND

- 2013 J.D.POWER IQS — 4 POINTS BETTER THAN THE INDUSTRY AVERAGE
- 2013 KBB MOST REFINED BRAND

200

- 2013 & 2014 INSURANCE INSTITUTE FOR HIGHWAY SAFETY (IIHS)
TOP SAFETY PICK
- 2013 *WARD'S* 10 BEST ENGINES

300

- 2014 *CONSUMERS DIGEST* BEST BUY
- 2013 IIHS TOP SAFETY PICK
- 2013 *WARD'S* 10 BEST ENGINES
- 2012 KBB.COM 10 BEST FAMILY CARS
- 2012 NHTSA 5-STAR SAFETY RATING
- 2011 *WARD'S* 10 BEST INTERIORS

TOWN & COUNTRY

- 2014 *CONSUMERS DIGEST* BEST BUY
- 13 CONSECUTIVE POLK AUTOMOTIVE LOYALTY AWARDS
- 2013 HIGHEST-RANKED MINIVAN IN INITIAL QUALITY
(J.D. POWER IQS)
- 2013 IIHS TOP SAFETY PICK
- 2012 TOTAL CAR SCORE.COM BEST FAMILY CAR FOR ROAD TRIP

CHRYSLER BRAND

GLOBAL SALES GROWTH
(2009 - 2013)

RESULTS:

- IMPROVED AWARENESS BY 5 POINTS
- IMPROVED CONSUMER CONSIDERATION BY 3 POINTS
- IMPROVED BRAND LOYALTY BY 7 POINTS
- INCREASED SALES 56% TO OVER 350,000



COMPANY PRIORITIES

OFF-ROAD CAPABLE SUV'S:

Jeep[®]

TRUCKS:



RAM

CARS & PEOPLE MOVERS



DODGE 

INTERNAL BRAND TURF WAR

FOR THE RIGHT TO OWN THE VOLUME MAINSTREAM CUSTOMER

DODGE



VS.





BRAND ESSENCE: AMBITIOUS AMERICAN INGENUITY

PERFECT BALANCE OF **SUBSTANCE & STYLE**

DRIVEN BY **INNOVATION, CRAFTSMANSHIP
AND WORLD CLASS QUALITY**

DESIGNED TO DELIVER ON THE PROMISE OF **VALUE**

BUILT WITH **PRIDE IN NORTH AMERICA**





WHAT WE OFFER

A FULL-LINE OF EXCEPTIONAL AND ATTAINABLE
VEHICLES FOR MAINSTREAM AMERICA

CHRYSLER BRAND CONSUMER

MOTIVATED, HARD-WORKING EVERYDAY
AMERICANS WHO DESERVE AN EXCEPTIONALLY
WELL-MADE AND WELL-APPOINTED VEHICLE —
THEY CAN AFFORD





LEGITIMIZES CHRYSLER'S ROLE AS FCA'S MAINSTREAM NORTH AMERICAN BRAND

AGREEMENT

- CLEAR BRAND DIRECTION
- SCOPE OF SALES RESPONSIBILITIES
- PRODUCT PORTFOLIO THROUGH 2018
- REQUIRED RESOURCES
- REQUIRED DISTRIBUTION

sex tant
noun \ˈseks-tənt/: an instrument used to determine the position of a ship or airplane by measuring the positions of the stars and sun



CHRYSLER'S ROLE:

TO COVER MAINSTREAM SEGMENTS

SMALL CAR

MID-SIZE CAR

FULL-SIZE CAR

MINIVAN

MID-SIZE CROSSOVER

FULL-SIZE CROSSOVER



HYUNDAI



HONDA

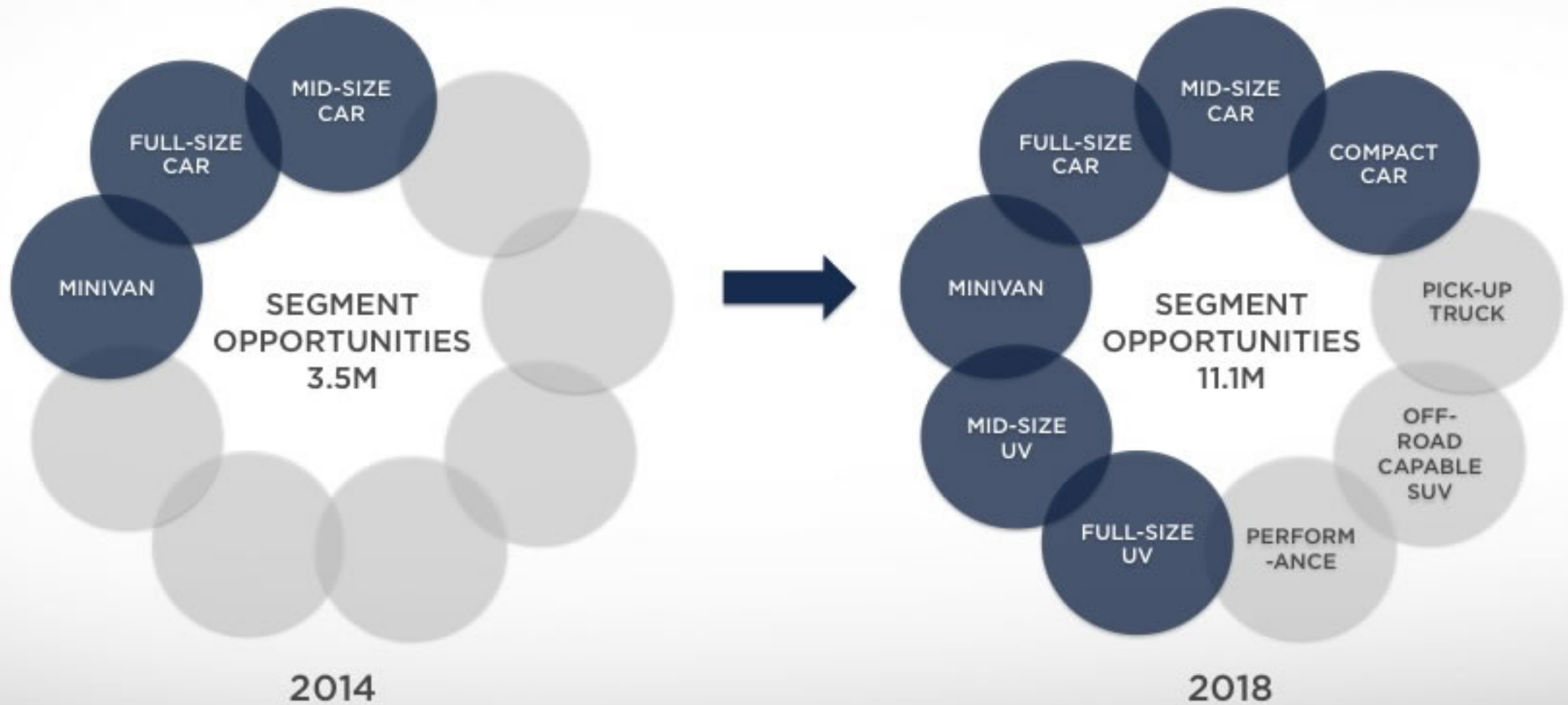


CHEVROLET




TOYOTA

OPENS UP THE OPPORTUNITY TO COMPETE FOR AN ADDITIONAL 7.6M SALES ANNUALLY





CHRYSLER BRAND PRODUCT PLAN

SEGMENT	2013	2014	2015	2016	2017	2018
D - MID-SIZE						
200 SEDAN						
E - FULL-SIZE						
300/C SEDAN						
TOWN & COUNTRY MPV						

SEGMENT COVERAGE



New Vehicle or
Renewal of Existing Nameplate



Mid-Cycle
Freshening





2015 CHRYSLER 200

KEY PURCHASE REASONS

- | | |
|---------------|--|
| VALUE | PREMIUM STYLING / PERFORMANCE / CONTENT |
| MPG | STANDARD 36 MPG HIGHWAY |
| SAFETY | MOST SAFETY & SECURITY FEATURES IN ITS CLASS (60+) |
| QRD | WORLD-CLASS MANUFACTURING |



2015 CHRYSLER 200 WORLD CLASS QUALITY

\$1 BILLION PLANT INVESTMENT

1,000,000 SQ. FT. BODY SHOP

936,000 SQ. FT. PAINT SHOP

ALL-NEW METROLOGY CENTER

17,000,000 MILES OF VEHICLE TESTING

2015 CHRYSLER 200

DIFFERENTIATION POINTS

9-SPEED AUTOMATIC TRANSMISSION

BEST COMBINATION OF 4 & 6 CYL ENGINES

ADVANCED ALL-WHEEL DRIVE

BEST TECHNOLOGY & CONNECTIVITY SOLUTION

8.4" UCONNECT COMMAND CENTER

7" LED INSTRUMENT CLUSTER

DESIGN & CRAFTSMANSHIP



200 VS. COMPETITION



	2015MY 200	FUSION	MALIBU	CAMRY	ACCORD	SONATA	ALTIMA
STD. ENGINE HWY MPG	36	34	36	35	36	35	38
AVAILABLE HORSEPOWER	295 (BEST IN CLASS)	240	259	268	278	274	270
STANDARD TRANSMISSION	9 SPEED AUTOMATIC (CLASS EXCLUSIVE)	6 SPEED AUTOMATIC	6 SPEED AUTOMATIC	6 SPEED AUTOMATIC	6 SPEED MANUAL	6 SPEED AUTOMATIC	CVT
ROTARY E-SHIFT	CLASS EXCLUSIVE	NO	NO	NO	NO	NO	NO
AVAILABLE AWD	YES (FULLY DISCONNECTING)	YES (NO FULL DISCONNECT)	NO	NO	NO	NO	NO
INTERIOR STORAGE (CU. IN.)	1,055 (BEST IN CLASS)	771	355	793	466	362	460
REAR SEAT HEADROOM	37.4	37.8	37.5	38.1	37.0	37.8	37.1
STARTING MSRP (LESS DEST)	\$21,700	\$21,970	\$22,140	\$22,425	\$21,955	\$21,450	\$22,110



200 SEDAN

SHIPMENTS STARTED ON MAY 2ND

200 SEDAN

AWARDS & PRESS

WARD'S 10 BEST INTERIORS
(4/10/14)

"2015 CHRYSLER 200:
A CONTENDER IS BORN"

- *Detroit News*

"THE 200 IS SO GOOD THAT IT WILL
FOREVER CHANGE THE WAY
YOU THINK OF CHRYSLER"

- *Autotrader.com*

"2015 CHRYSLER 200, FROM
PRETENDER TO CONTENDER"

- *Yahoo Autos*

"FOR MY MONEY, NEITHER THE ALTIMA
NOR THE CAMRY CAN TOUCH THE 200"

- *autoblog*

"CHRYSLER FINALLY BUILDS A MIDSIZE
FAMILY SEDAN THAT'S WORTH
OWNING"

- *AutoWeek*



"THE 200 BRINGS CONSIDERABLY MORE
PERSONALITY TO THE SEGMENT THAN
TOYOTA CAMRY, HONDA ACCORD, AND
NISSAN ALTIMA"

- *Motor Trend*





CHRYSLER BRAND PRODUCT PLAN

SEGMENT	2013	2014	2015	2016	2017	2018
D - MID-SIZE						
200 SEDAN						
E - FULL-SIZE						
300/C SEDAN						
TOWN & COUNTRY MPV						

SEGMENT COVERAGE



New Vehicle or
Renewal of Existing Nameplate






Mid-Cycle
Freshening





CHRYSLER BRAND PRODUCT PLAN

SEGMENT		2013	2014	2015	2016	2017	2018
C - COMPACT	100 SEDAN						
	200 SEDAN						
E - FULL-SIZE	300/C SEDAN						
	TOWN & COUNTRY MPV						

SEGMENT COVERAGE



New Vehicle or
Renewal of Existing Nameplate



Mid-Cycle
Freshening



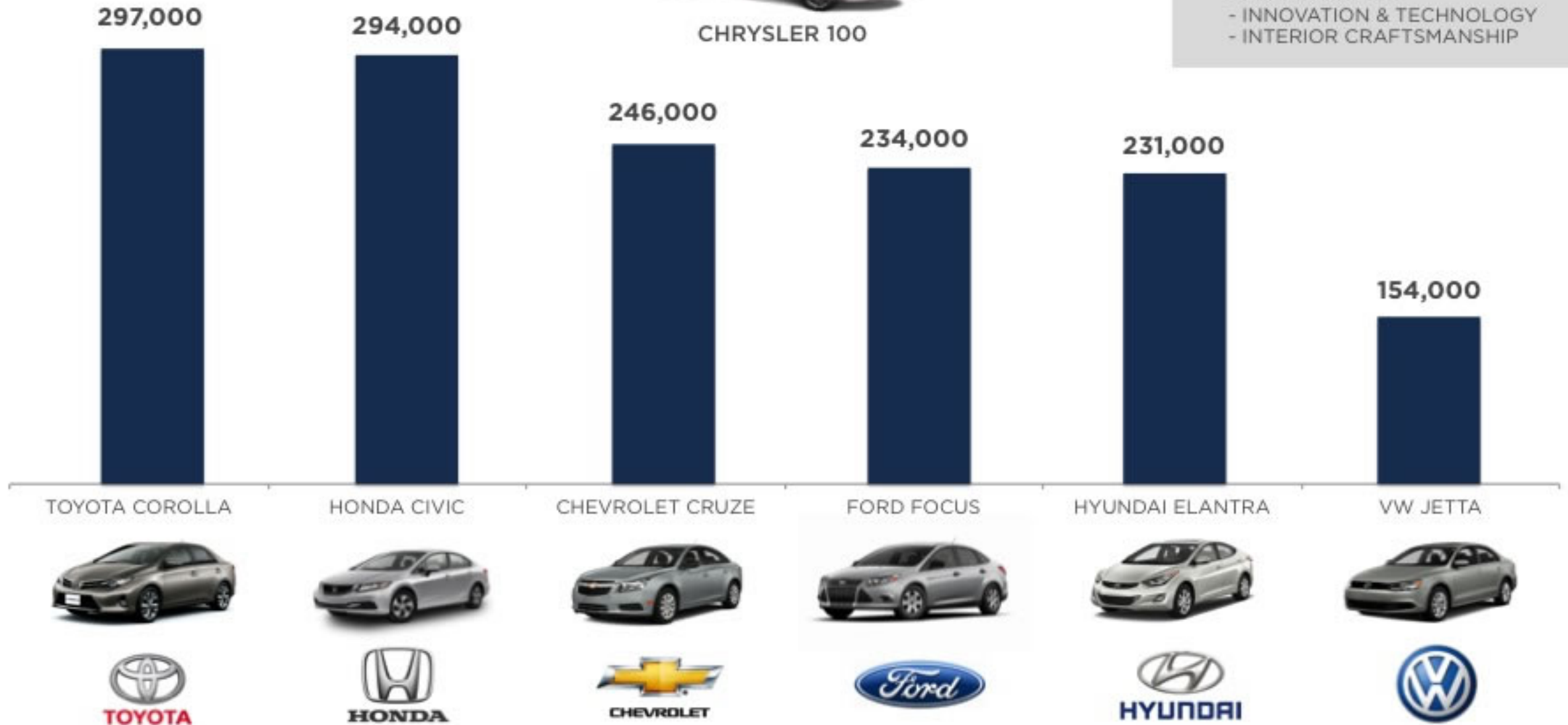
COMPACT CAR SEGMENT

US TOTAL SALES (2013)



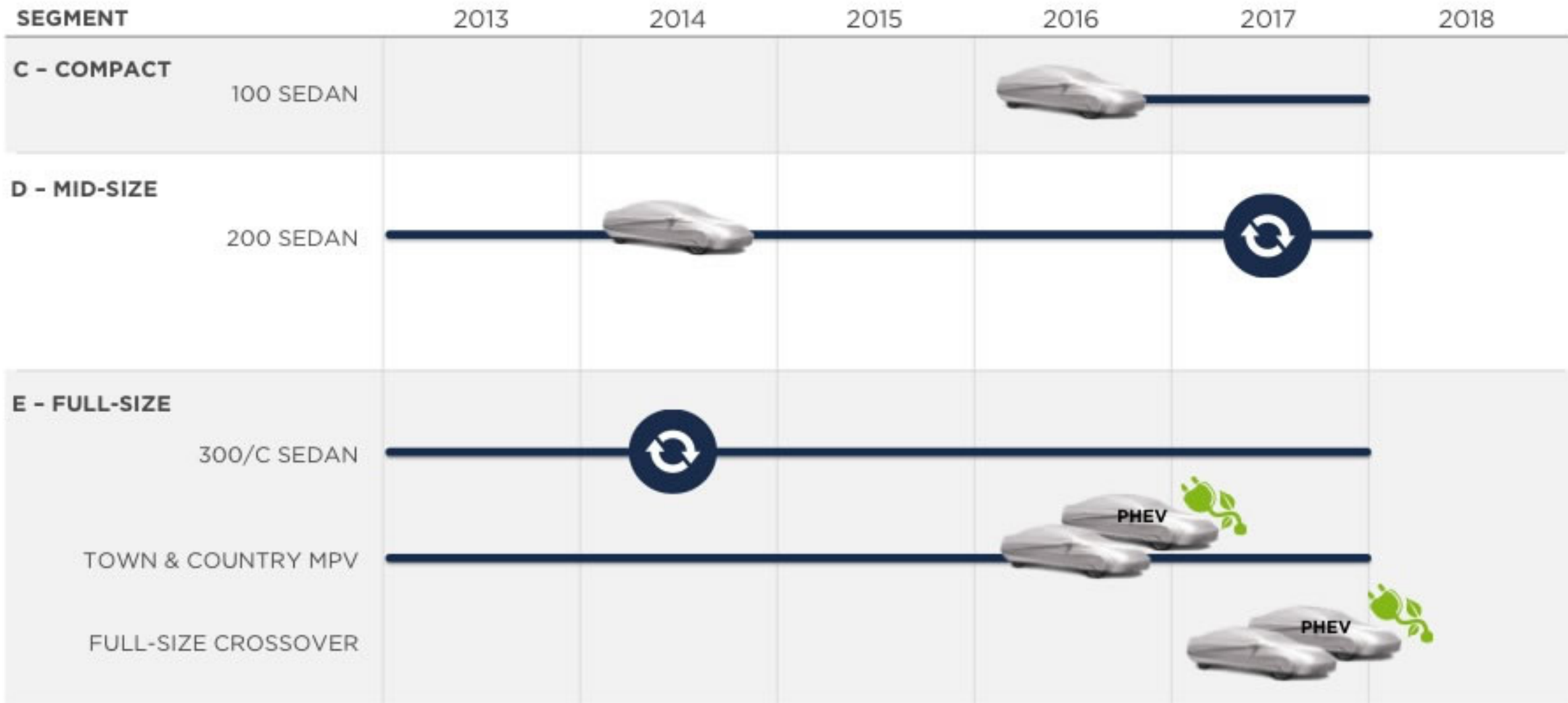
CHRYSLER 100

- DEVELOPMENT FORMULA**
- EXCEED KEY PURCHASE REASONS
 - DIFFERENTIATE
 - DESIGN
 - PERFORMANCE
 - INNOVATION & TECHNOLOGY
 - INTERIOR CRAFTSMANSHIP





CHRYSLER BRAND PRODUCT PLAN



SEGMENT COVERAGE



New Vehicle or Renewal of Existing Nameplate



Mid-Cycle Freshening

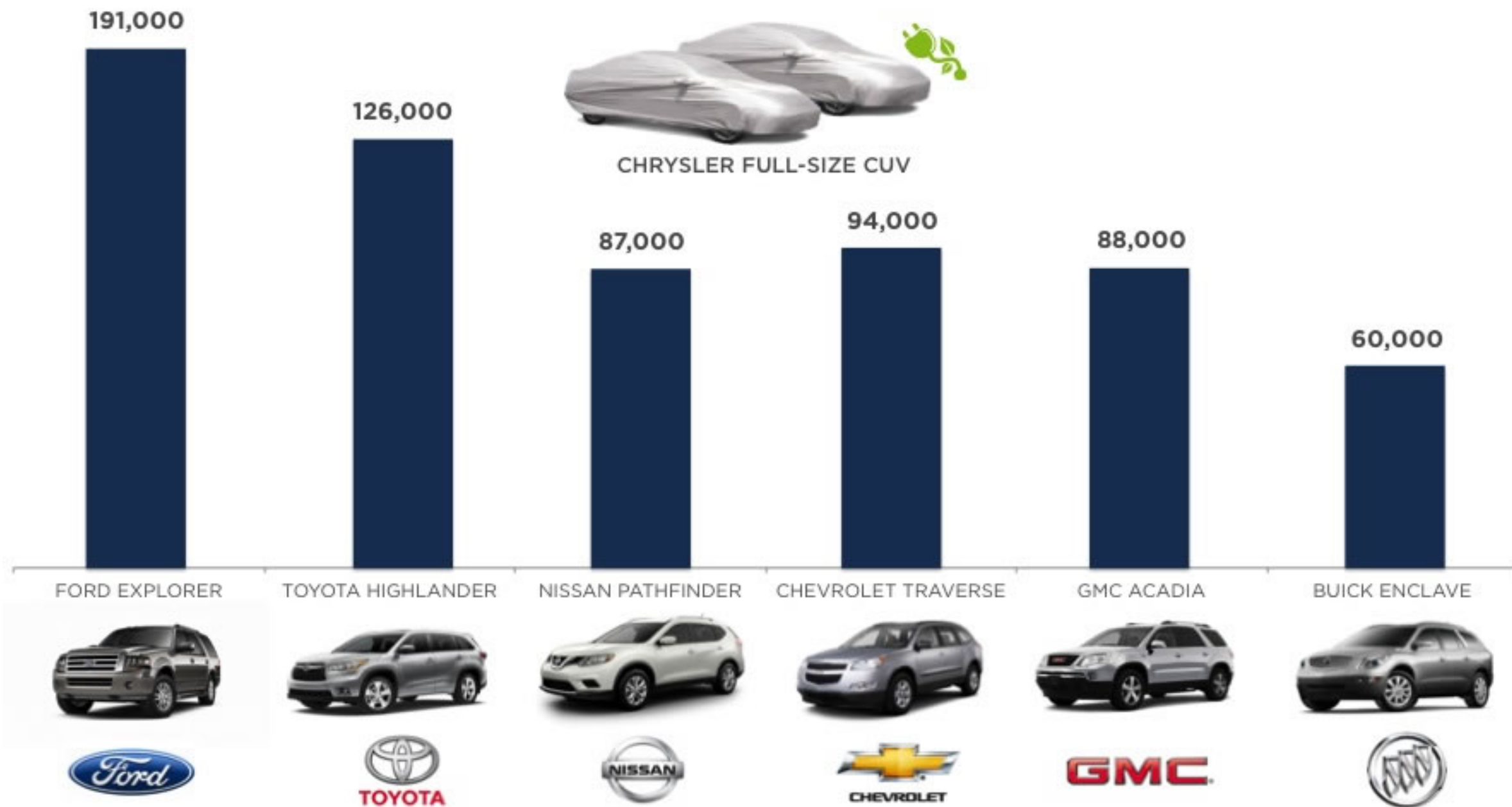


FULL-SIZE CUV SEGMENT

US TOTAL SALES (2013)

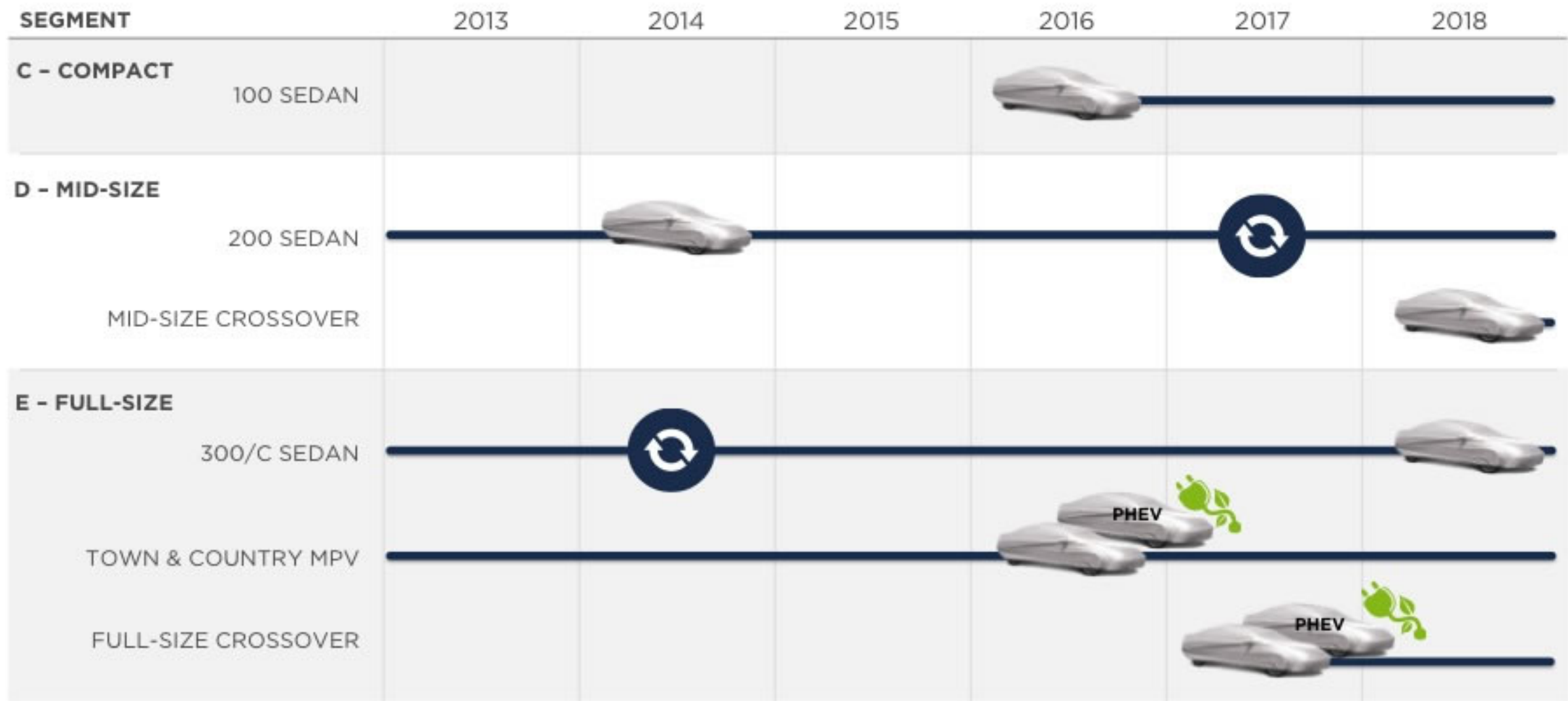


CHRYSLER FULL-SIZE CUV





CHRYSLER BRAND PRODUCT PLAN



SEGMENT COVERAGE

New Vehicle or Renewal of Existing Nameplate
 Mid-Cycle Freshening

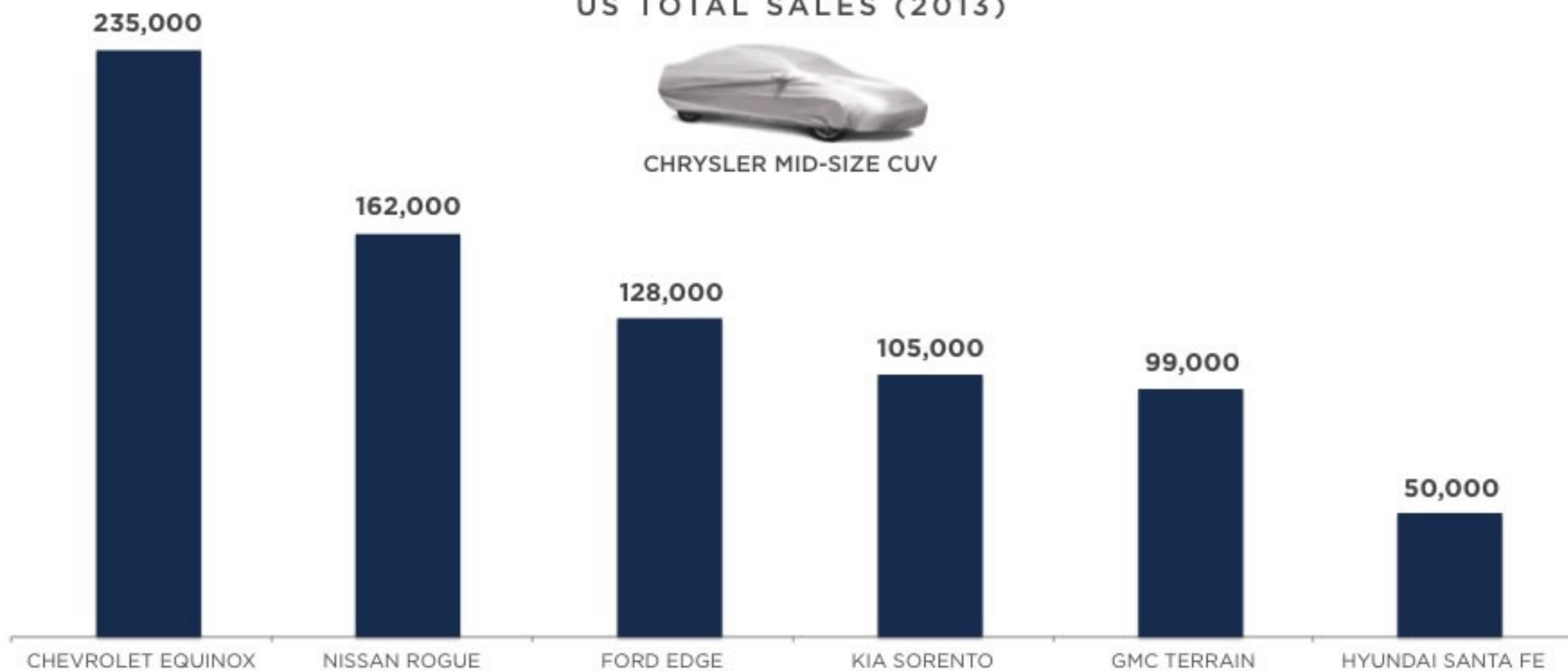


MID-SIZE CUV SEGMENT

US TOTAL SALES (2013)

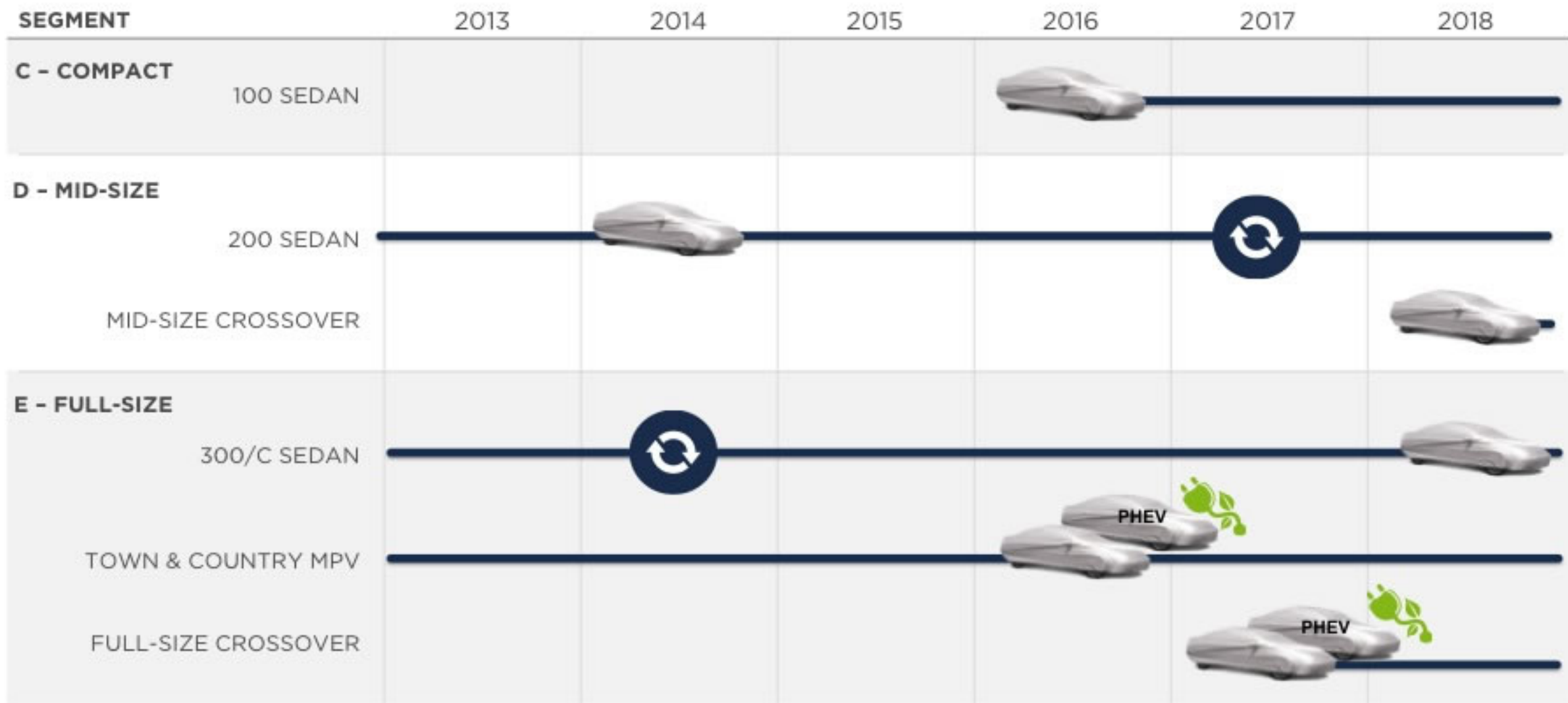


CHRYSLER MID-SIZE CUV





CHRYSLER BRAND PRODUCT PLAN



SEGMENT COVERAGE



New Vehicle or
Renewal of Existing Nameplate

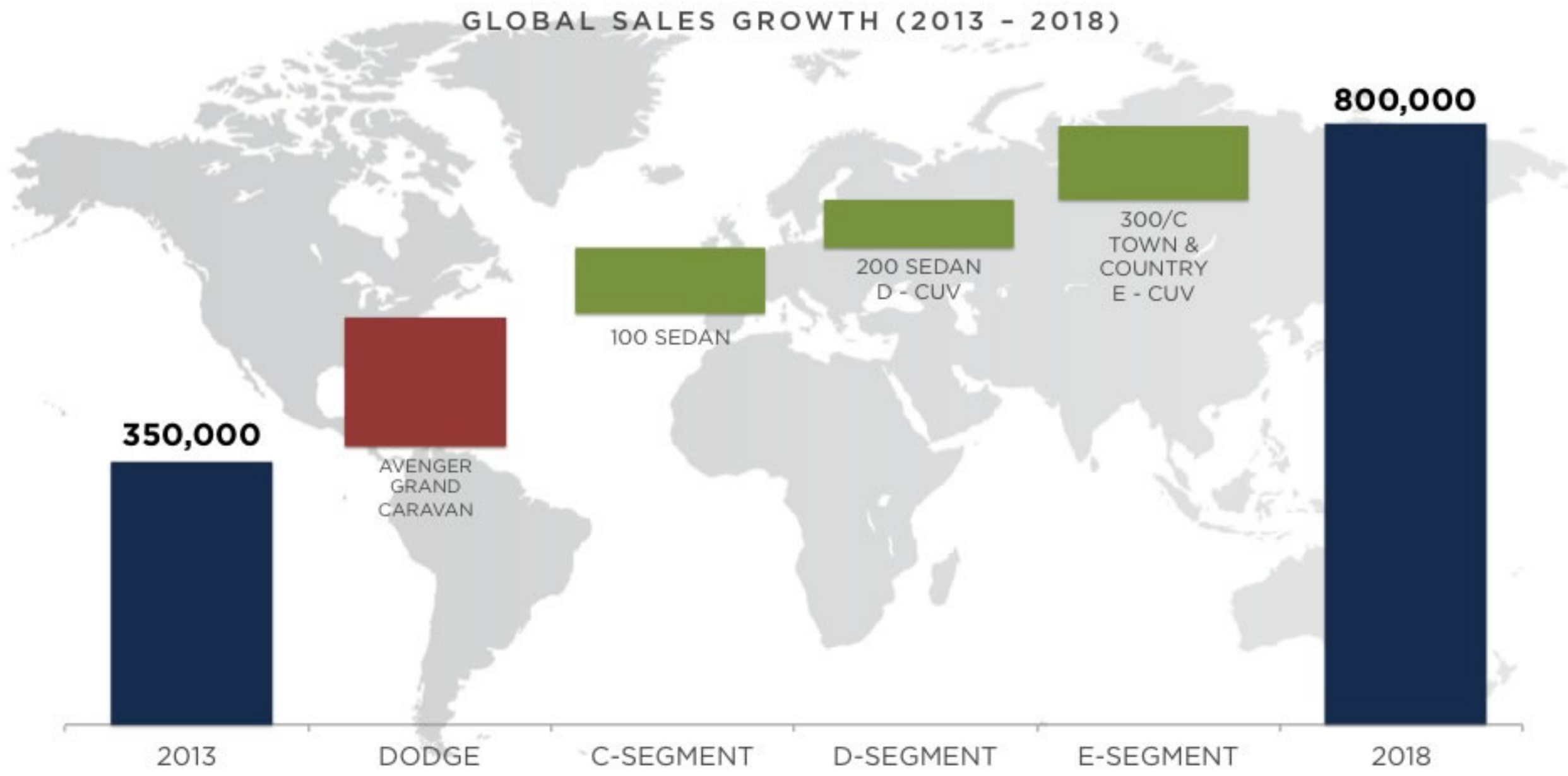


Mid-Cycle
Freshening



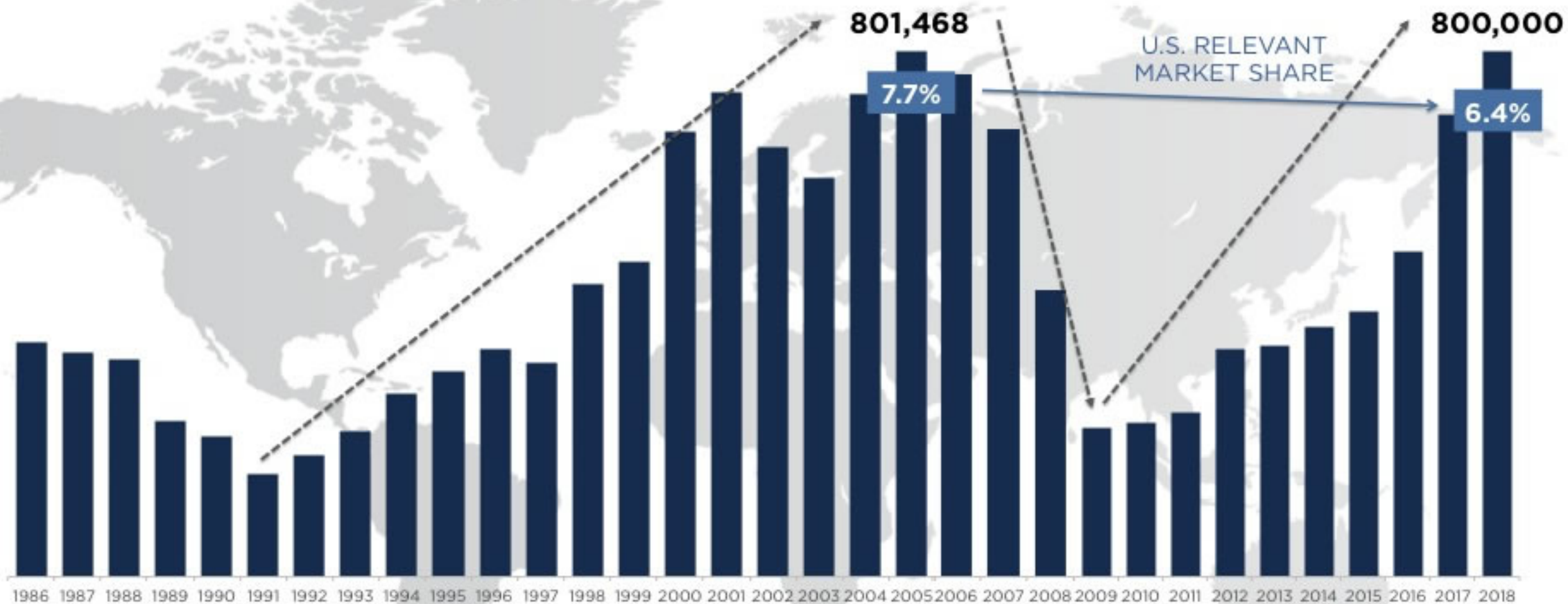
CHRYSLER BRAND

GLOBAL SALES GROWTH (2013 - 2018)



CHRYSLER BRAND HISTORY

WORLDWIDE TOTAL SALES (1986 - 2018)



TOWN & COUNTRY
1989



300M PT CRUISER 1998
PACIFICA 300/C 2000 2004



200
SEDAN
2011



200
SEDAN
2015





WORLD-CLASS QUALITY
CRAFTSMANSHIP &
INNOVATION BUILT WITH
AMERICAN PRIDE



AMERICA'S IMPORT



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