

Chrysler Donating \$100 For Each Vehicle Sold

A group of area Chrysler LLC dealerships are going beyond trimming their trees and stringing holiday lights this December.

During this traditional season of giving, Chrysler Group LLC announced that it will donate \$100 to United Way for every Chrysler, Jeep, Dodge, Ram Truck and FIAT brand vehicle sold in the Detroit metropolitan area from now until the end of the month.

Chrysler news sources report that 42 Detroit metro dealerships are taking part in this unique way to brighten the holidays for struggling local families.

"December is a time of giving and at Chrysler Group we are fortunate to be in a position to give back to the community that stood with us during our difficult times," said Reid Bigland, president and CEO, Dodge Brand and head of U.S. Sales. "Even though the Detroit auto industry is doing well again, that success is not universally shared with all of our citizens and by giving to United Way we can help those less fortunate get back on their feet again."

This special donation program runs concurrent with United Way's annual community giving campaign that the organization started in September with a \$35 million fundraising goal. Chrysler Group LLC Chairman and CEO Sergio Marchionne, who serves as United Way for Southeastern Michigan's Campaign chair, helped kick off the annual fundraising drive with a torch-lighting ceremony at Detroit's Hart Plaza in September.

"We are very excited and honored to take part in this unique, year-end promotional opportunity with Chrysler to benefit United Way," said Michael J. Brennan, president and CEO, United Way for Southeastern Michigan.

"Chrysler employees are continuously demonstrating the type of leadership and collaboration it takes to strengthen our community. This extra support will allow United Way to feed more families, provide more children with access to books and connect more families to the services they need for an improved quality of life."

During the month of December in 2011, Chrysler Group dealerships sold 5,203 vehicles in the Detroit metro area, making it the automaker's best sales month of the year. Chrysler Group is expecting similar levels of vehicle sales during the same period this year, having launched its popular "Big Finish 2012" event last month, which continues through the end of December.

If the company's sales forecast pans out, sales of the same number of vehicles spread among participating dealers would result in more than \$500,000 donated to United Way in support of its charitable mission to assist people in Wayne, Oakland and Macomb counties.

Food has been a major focus of Chrysler's community efforts. Under Marchionne's leadership, the company teamed up with United Way for Southeastern Michigan and the UAW to host a series of "Food, Friends and Fun" block parties to raise awareness for an underutilized, free, summer meals program. This resulted in nearly 150,000 meals being served to children at summer food sites - double the number served the previous year.

Chrysler employees have also been giving back by volunteering at local food pantries, and they have donated more than 16 tons of food to local food banks.

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