THE CHRYSLER BRAND

OUR TIME HAS COME
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)

801,468
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%

U. S. SALES (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>39</td>
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<tr>
<td>2013</td>
<td>58</td>
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</table>
GAINS IN MID-SIZE CAR SEGMENT

200

U.S. TOTAL SALES +391% SINCE 2009
INCREASED SHARE TO 5%

TOTAL SHARE

5%

U.S. SALES (000)

<table>
<thead>
<tr>
<th>Year</th>
<th>Sebring</th>
<th>200</th>
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</thead>
<tbody>
<tr>
<td>2009</td>
<td>24</td>
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<tr>
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<td>2012</td>
<td>112</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>117</td>
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</table>
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 CHORO
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

2009: 225,000
2010: 225,000
2011: 225,000
2012: 350,000
2013: 350,000
COMPANY PRIORITIES

OFF-ROAD CAPABLE SUV’S:

Jeep

TRUCKS:

RAM

CARS & PEOPLE MOVERS

Chrysler

Dodge
INTERNAL BRAND TURF WAR
FOR THE RIGHT TO OWN THE VOLUME MAINSTREAM CUSTOMER

DODGE

VS.

CHRYSLER
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
\sëks-\text{tænt}\n\r\n\nAn 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

Ford
Hyundai
Honda
Chevrolet
Toyota
Opens up the opportunity to compete for an additional 7.6M sales annually.
## Chrysler Brand Product Plan

<table>
<thead>
<tr>
<th>SEGMENT</th>
<th>2013</th>
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<tr>
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<td>200 SEDAN</td>
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</tbody>
</table>

### Segment Coverage

- New Vehicle or Renewal of Existing Nameplate
- Mid-Cycle Freshening

25%
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

<table>
<thead>
<tr>
<th>Feature</th>
<th>2015MY 200</th>
<th>FUSION</th>
<th>MALIBU</th>
<th>CAMRY</th>
<th>ACCORD</th>
<th>SONATA</th>
<th>ALTIMA</th>
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<tbody>
<tr>
<td>STD. ENGINE HWY MPG</td>
<td>36</td>
<td>34</td>
<td>36</td>
<td>35</td>
<td>36</td>
<td>35</td>
<td>38</td>
</tr>
<tr>
<td>AVAILABLE HORSEPOWER</td>
<td>295 (BEST IN CLASS)</td>
<td>240</td>
<td>259</td>
<td>268</td>
<td>278</td>
<td>274</td>
<td>270</td>
</tr>
<tr>
<td>STANDARD TRANSMISSION</td>
<td>9 SPEED AUTOMATIC (CLASS EXCLUSIVE)</td>
<td>6 SPEED AUTOMATIC</td>
<td>6 SPEED AUTOMATIC</td>
<td>6 SPEED AUTOMATIC</td>
<td>6 SPEED MANUAL</td>
<td>6 SPEED AUTOMATIC</td>
<td>CVT</td>
</tr>
<tr>
<td>ROTARY E-SHIFT</td>
<td>CLASS EXCLUSIVE</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>AVAILABLE AWD</td>
<td>YES (FULLY DISCONNECTING)</td>
<td>YES (NO FULL DISCONNECT)</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
<tr>
<td>INTERIOR STORAGE (CU. IN.)</td>
<td>1,055 (BEST IN CLASS)</td>
<td>771</td>
<td>355</td>
<td>793</td>
<td>466</td>
<td>362</td>
<td>460</td>
</tr>
<tr>
<td>REAR SEAT HEADROOM</td>
<td>37.4</td>
<td>37.8</td>
<td>37.5</td>
<td>38.1</td>
<td>37.0</td>
<td>37.8</td>
<td>37.1</td>
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<tr>
<td>STARTING MSRP (LESS DEST)</td>
<td>$21,700</td>
<td>$21,970</td>
<td>$22,140</td>
<td>$22,425</td>
<td>$21,955</td>
<td>$21,450</td>
<td>$22,110</td>
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</table>
200 SEDAN
SHIPMENTS STARTED ON MAY 2ND
WARD’S 10 BEST INTERIORS  
(4/10/14)

THE 200 IS SO GOOD THAT IT WILL FOREVER CHANGE THE WAY YOU THINK OF CHRYSLER”  
- Autotrader.com

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

“2015 CHRYSLER 200: A CONTENDER IS BORN”  
- Detroit News

“2015 CHRYSLER 200, FROM PRETENDER TO CONTENDER”  
- Yahoo Autos
# Chrysler Brand Product Plan

## Segment

<table>
<thead>
<tr>
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</tbody>
</table>

## Segment Coverage

- New Vehicle or Renewal of Existing Nameplate
- Mid-Cycle Freshening

- 25%
CHRYSLER BRAND PRODUCT PLAN

<table>
<thead>
<tr>
<th>SEGMENT</th>
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<th>2015</th>
<th>2016</th>
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<tbody>
<tr>
<td>C - COMPACT</td>
<td>100 SEDAN</td>
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</tbody>
</table>

SEGMENT COVERAGE

- New Vehicle or Renewal of Existing Nameplate
- Mid-Cycle Freshening

- 25%
- 25%
- 41%
COMPACT CAR SEGMENT

US TOTAL SALES (2013)

TOYOTA COROLLA: 297,000
HONDA CIVIC: 294,000
CHEVROLET CRUZE: 246,000
FORD FOCUS: 234,000
HYUNDAI ELANTRA: 231,000
VW JETTA: 154,000

DEVELOPMENT FORMULA
- EXCEED KEY PURCHASE REASONS
- DIFFERENTIATE
  - DESIGN
  - PERFORMANCE
  - INNOVATION & TECHNOLOGY
  - INTERIOR CRAFTSMANSHIP
### Chrysler Brand Product Plan

<table>
<thead>
<tr>
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<td>MID-SIZE CROSSOVER</td>
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</table>

#### Segment Coverage
- **New Vehicle or Renewal of Existing Nameplate**
- **Mid-Cycle Freshening**

- 2013: 25%
- 2014: 25%
- 2015: 41%
- 2016: 53%
- 2017: 65%
Mid-Size CUV Segment
US Total Sales (2013)

- Chevrolet Equinox: 235,000
- Nissan Rogue: 162,000
- Ford Edge: 128,000
- Kia Sorento: 105,000
- GMC Terrain: 99,000
- Hyundai Santa Fe: 50,000
## CHRYSLER BRAND PRODUCT PLAN

<table>
<thead>
<tr>
<th>SEGMENT</th>
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</tbody>
</table>

### SEGMENT COVERAGE

- **New Vehicle or Renewal of Existing Nameplate** 25%
- **Mid-Cycle Freshening** 65%
CHRYSLER BRAND
GLOBAL SALES GROWTH (2013 - 2018)

- 2013: 350,000
- DODGE
- C-SEGMENT: 100 SEDAN
- D-SEGMENT: 200 SEDAN D-CUV
- E-SEGMENT: 300/C TOWN & COUNTRY, E-CUV
- 2018: 800,000
WORLD-CLASS QUALITY CRAFTSMANSHIP & INNOVATION BUILT WITH AMERICAN PRIDE
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