

2015 Chrysler Group Story Starters



Debuting in Chicago...



A New Ram Model debuts in Chicago – Thursday at 1:30 PM

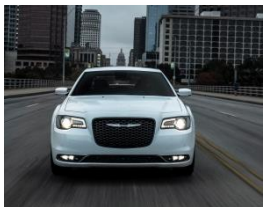
New to the 2015 Chicago Show...

2015 Alfa Romeo 4C Spider



Adding to the Alfa Romeo brand's legendary racing history and the exciting experience of open-air motoring, the all-new 2015 Alfa Romeo 4C Spider debuts with panoramic views complemented with a signature Alfa exhaust note, plus the essential sportiness of the award-winning 4C Coupe: handcrafted in Modena, Italy; groundbreaking and seductive Italian style; state-of-the-art Formula 1 inspired carbon fiber chassis that enables an incredible power-to-weight ratio; advanced technologies, including the all-aluminum 1750 cc turbocharged engine with direct-injection, dual intercoolers, and variable-valve timing that enable supercar-level performance.

2015 Chrysler 300



The newest vehicle in the Chrysler display will be the new 2015 Chrysler 300 full-size sedan. Featuring design elements from the breakthrough 1955 and 2005 models, the new 2015 Chrysler 300 takes the nameplate's style and sophistication to new levels and highlights six decades of ambitious American ingenuity through best-in-class 31mpg highway fuel economy, plus class-exclusive innovations — including a state-of-the-art TorqueFlite eight-speed transmission now standard on every model, the segment's most advanced all-wheel drive (AWD) system, award-winning Uconnect Access services, all-new and segment-exclusive 7-inch full color driver information display (DID)— putting boulevards and interstates on notice once again.

2015 Dodge Challenger & Challenger SRT Hellcat



The horsepower wars are alive and thriving, and the Dodge brand's muscle-car arsenal is reloaded with the new 2015 Challenger — delivering up to 485 best-in-class horsepower, all-new R/T Scat Pack and 392 HEMI Scat Pack Shaker models, segment-first TorqueFlite eight-speed transmission standard and an all-new interior loaded with class-exclusive technological solutions that enable greater performance and further make this iconic coupe an extension of the driver

2015 Dodge Charger & Charger SRT Hellcat



For 2015, Dodge Charger is totally updated, features a standard across the lineup new state-of-the-art eight-speed automatic transmission and several new models. Included in those new models is the hot new Charger SRT Hellcat will feature the supercharged 6.2-liter HEMI® Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque — making it the quickest, fastest, most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America

2016 Fiat 500 X



The 2016 Fiat 500X offers an advanced all-wheel-drive system, functionality and a full array of safety, comfort and convenience features. The all-new crossover features two engine options, an available nine-speed transmission, and an all-wheel drive system with a disconnecting rear axle for improved fuel efficiency. Loaded with up to 70 advanced safety and security features, the Fiat 500X is available in five trim models and 12

exterior colors to offer the personalization options that FIAT vehicles are known for. Crafted in Italy at the Melfi assembly plant, the all-new Fiat 500X will arrive in FIAT studios in North America in the second quarter of 2015.



2015 Jeep Renegade

The all-new 2015 Jeep® Renegade expands the brand's vehicle lineup, entering the growing small sport-utility vehicle (SUV) segment, while staying true to the adventurous lifestyle and 4x4 capability Jeep is known for. Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, two fuel-efficient engines, world-class refinement, and a host of innovative safety and advanced technology offerings. The result is an efficient vehicle created to attract youthful and adventurous customers around the world to the Jeep brand



Mopar-Modified Urban 2015 Jeep Renegade

The urban Mopar-equipped Jeep Renegade uses a selection of Jeep Authentic Accessories to elevate the fresh styling and energetic appearance of the newest entry to the Jeep brand lineup, creating the perfect street vehicle for youthful city and suburban dwellers who also desire 4x4 capability when maps end but the trails continue. Built from the Renegade Limited model, the inspired, stylish Anvil paint of the Renegade is set off dramatically with distinct Omaha Orange touches, including attention-grabbing orange pockets featured on the Satin Black wheels. Mirror caps, grille rings, tail lamp surrounds and roof rails also are accented Omaha Orange.



2015 Ram Rebel

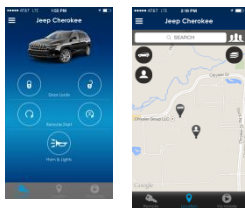
Fresh from a highly successful debut at the North American International Auto Show in Detroit, the 2015 Ram 1500 Rebel brings one-of-a-kind off-road design to the full-size truck segment. The Rebel drops right into a core segment of the truck market with unique design cues and can-do attitude backed by Ram Truck engineering. The Rebel's exterior features a blacked-out design with powder-coated grille and unique badging. The interior features unique trim including an actual tire print imbedded in the seat back. The truck is also equipped with factory lift, 33-inch tires, standard air suspension, skid plates, tow hooks and other off-road-ready features. The new Ram 1500 Rebel will appeal to the truck owner looking for a less beaten path.



2015 Ram ProMaster City

The 2015 Ram ProMaster City's power, torque, fuel economy and performance trump any competitor's standard-equipment package in the small commercial van segment. Its drive system boasts more advanced technology than any vehicle in the history of the segment. The centerpiece of the all-new ProMaster City's powertrain is its segment-exclusive nine-speed automatic transmission, which contributes to an unsurpassed standard highway fuel economy rating of 29 miles per gallon (mpg).

Technology



See the latest in Uconnect technology connecting the driver to the road in new and innovative ways...

- Hands Free Calling
- Voice-to-Text
- Vehicle to Smart Phone App interactions
- Voice activated music selections
- 911 Assist
- WiFi Hotspot
- Fuel Prices, Traffic, Movie Listing and More!

Consumer Activities & Celebrations



Camp Jeep Chicago Returns for the 11th Year!

For the eleventh year in a row, the perennial favorite Camp Jeep returns to the Chicago Auto Show. Debuting on Camp Jeep for 2015 is the all-new Jeep Renegade Trailhawk! Auto show goers can ride in the new Jeep Renegade, Cherokee, Grand Cherokee, or Wrangler in this interactive, Trail-rated, off-road course. Professional 4x4 drivers allow riders to experience the legendary off road capability of Jeep inside the McCormick Place. The track features a thrilling 18-foot high, 35-degree Jeep Mountain. Other obstacles simulate rugged terrain showcasing Jeep capabilities for traversing 15-inch fallen logs, rock crawling and a 30-degree wedge for articulation.



FCA City Driving Course

The multi-brand track experience is a unique, informative in-vehicle experience. Attendees will have the opportunity to choose from a variety of Chrysler, Dodge and Fiat vehicles and ride with a professional driver. Debuting on the course this year will be the all-new 2015 Dodge Charger, 2015 Chrysler 300 and 2015 Chrysler 200. The in-vehicle demonstrations will offer a first-hand experience with challenging obstacles and slaloms to demonstrate vehicle ride & handling, and acceleration, braking and back-up cameras.



Driving Simulators from Dodge Charger Scat Pack and Ram Trucks

Want to feel like you are speeding down a race track behind the wheel one of the world's fastest sedans or putting the full-size truck through its paces on and off-road without leaving the McCormick Place? Within the FCA display, auto show goers can get behind the wheel of two life-size driving simulators. The Dodge Charger Scat Pack simulator lets you feel the high-speed thrills of the vehicle on a race track, while the Ram Truck simulator allows consumers to experience first-hand the legendary Ram truck capabilities. These 4D interactive experiences are free for consumers visiting the FCA auto show display.



Chrysler 200 "Beneath the Surface" Experience – A 4D Virtual Reality Experience

"Beneath the Surface" is a four-minute, 4D-immersive experience on site at the Chicago Auto Show using the Oculus Rift DK2 headset to highlight how the all-new Chrysler 200 is made. This experience puts consumers at the very center of it all, inside the all-new Chrysler 200, for a 4D look at how it is built as if inside the vehicle during the factory processes. Chrysler brand launched the [Chrysler 200 Factory Tour](#) last fall, a first-of-its-kind interactive experience that allowed consumers to journey inside the five million square ft. Sterling Heights Assembly Plant (SHAP) that built the all-new 2015 Chrysler 200



Field Auto Group Jeep Wranglers for Charity

In 2015, the Fields JAM (Jeep And Mopar) Werks division has built a pair of unique Wrangler vehicle creations — one to benefit the Illinois Special Olympics and the other earmarked for the Chicago Police Memorial Fund (CPMF), this time to aid the organization in its "Behind the Vest" drive to replace expired bulletproof vests worn by officers while on duty. The 2014 charitable Wrangler, built for the CPMF ad displayed at the auto show, raised more than \$100,000 for the organization.



Character appearances sponsored by XFINITY



Saturday, Feb 14th from 10am to 2pm – Sponge Bob will visit the FCA display and be available for photos and prizes for the young auto show goers.

Saturday, Feb 21st from 10am to 2pm – Dora the Explorer will visit the FCA display