

FCA US Moves to New Location at 2016 North American International Auto Show

- 60,000-square-foot display is largest space within NAIAS
- Totally new design brings all FCA brands together in a multimedia experience

January 13, 2016, Auburn Hills, Mich. - The Chrysler, Dodge, Jeep®, Ram, FIAT, Alfa Romeo and Mopar brands come together in an expansive multimedia brand experience in the new FCA US exhibit space at the 2016 North American International Auto Show (NAIAS), opening to the public Saturday, Jan. 16.

The FCA display moves to an entirely new location (Hall A) for the first time in 15 years.

The 60,000-square-foot display – larger than a football field – is the biggest show space within NAIAS this year. It features a totally new design unlike anything FCA has done in the past.

Fast Facts:

- 60,000 square feet of floor space (compared to 52,000 in 2014)
- 250,000 square feet of branded surface areas
- More than one year in planning, designing & executing
 - Display conceived and designed by FCA; built by George P. Johnson
- Seven unique brand environments, one each for Chrysler, Dodge, Jeep, Ram, FIAT, Alfa Romeo and Mopar, showcasing nearly 70 different vehicles (compared to 62 in 2014)
- Display, dubbed “Gears,” metaphorically brings together all FCA brands into a calibrated multimedia brand experience that comes alive 20 minutes every hour throughout the exhibit, including walls, ceilings and video screens
- More than 100 semitruck loads of materials and equipment

Technology:

- More than 10,000 square feet of video surface
- 30,000,000 LED Pixels – 5 times more than the Dallas Cowboys stadium
- At least 40 miles of lighting and audio visual cabling
- Approximately 750 automated light fixtures

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the 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. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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