

## FCA US Announces First Dealerships to Earn Customer First Award for Excellence

- 124 Chrysler, Jeep, Dodge, Ram and FIAT dealerships have earned the inaugural 2016 Customer First Award for Excellence
- Consumers will recognize these elite dealerships as providing the best sales and service experience
- Dealers may use inaugural Customer First Award for Excellence logo in all advertising and marketing efforts

July 21, 2016, Auburn Hills, Mich. - An inaugural group of 124 Chrysler, Jeep, Dodge, Ram and FIAT dealerships have earned the 2016 Customer First Award for Excellence.

By achieving this elite status, these FCA US LLC dealerships will be recognized by consumers as leaders in customer sales and service experience.

FCA US created the Customer First Award for Excellence with its dealer partners and J.D. Power to elevate customer satisfaction with the dealerships with a specific focus on the sales and service experience, employee training and facility condition.

Dealers in this initial group completed all of the required program goals from Jan. 1 to June 30. A second group of award winners will be announced in early 2017 when they complete their certification requirements.

"We are extremely impressed with the accomplishments these 124 dealerships have been able to achieve in a short amount of time," said Al Gardner, Head of Network Development, FCA – North America. "We gave our dealer body the challenge to join us in focusing on increasing our customer satisfaction, loyalty and service retention and through the core pillars of this initiative, these dealers have shown that it's achievable. These dealerships will be able to proudly differentiate themselves as elite stores by being winners of the inaugural Customer First Award for Excellence."

The Customer First Award for Excellence initiative was rolled out to dealerships in October 2015. Dealers participated in cross-country workshops where they learned of award requirements and dealership best practices. Some have worked with independently contracted Customer Experience Specialists in order to seek the highest levels of process and procedure improvements to ensure an increase in customer satisfaction.

All 2,600 FCA US dealerships were eligible to pursue and earn the inaugural award certification. Dealers must achieve goals in five core "pillars" to earn the Customer First Award for Excellence designation:

- **Facility** – Customers consistently find dealerships to be clean, convenient and comfortable. Facilities are certified every six months
- **Customer Processes** – Dealer consistently executes processes for key customer interaction points, such as sales negotiation, delivery and follow up
- **Performance** – Dealer achieves required high level of satisfaction in customer sales and service satisfaction surveys
- **Employee Survey** – Survey employees annually, share findings with employees, and act on the feedback and results
- **Training Certification** – Dealership personnel meet minimum training requirements for sales, service, parts and technical staff

Since program rollout, national Sales Advocacy scores, Fixed First Visit scores and Service Advocacy scores have all risen to the highest level in our history. All of the tools and goals within the program are designed to focus on building

a relationship with the customers.

Head of Parts and Service (Mopar), FCA – Global Pietro Gorlier explains, “the Customer First program has enabled our dealers’ focus to be drawn to the customer experience. The program sheds light on customer touch points throughout the service experience at the dealerships and enables dealers to exceed our customers’ expectations.”

“Creating advocates for all of our brands is the key to long-term success,” said Reid Bigland, Head of U.S. Sales. “These dealers have shown leadership in that effort and will benefit from their customer-focused approach.”

The 124 dealerships will be able to use the inaugural Customer First Award for Excellence logo in all advertising and marketing efforts. They will receive a plaque, executive acknowledgement letter, differentiated search results on brand websites, a dealership-wide award luncheon and a host of other marketing press materials.

Dealer Name	City	State
CERRITOS DODGE INC	CERRITOS	CA
ORANGE COAST ALFA ROMEO AND FIAT	COSTA MESA	CA
ORANGE COAST CHRYSLER JEEP DODGE	COSTA MESA	CA
SANTA MARIA CHRYSLER JEEP DODGE RAM	SANTA MARIA	CA
PARK CHRYSLER JEEP	BURNSVILLE	MN
ABERDEEN AUTO CENTER, INC	ABERDEEN	SD
HUDSON CHRYSLER LLC	HUDSON	WI
JOHN HIRSCH'S CAMBRIDGE MOTORS LLC	CAMBRIDGE	MN
LEE'S SUMMIT CHRYSLER JEEP DODGE	LEES SUMMIT	MO
WINFIELD MOTOR COMPANY	WINFIELD	KS
GANLEY VILLAGE CHRYSLER DODGE JEEP RAM	PAINESVILLE	OH
YARK CHRYSLER-JEEP-DODGE	TOLEDO	OH
BOB-BOYD ALFA ROMEO FIAT	COLUMBUS	OH
COLE CHRY-JEEP-DODGE LLC	MARSHALL	MI
AUBURN CHRYSLER DODGE JEEP RAM	AUBURN	IN
BLUE WATER CHRYSLER-PLYMOUTH-DODGE JEEP-EAGLE	PORT HURON	MI
BRUNSWICK AUTO MART INC	BRUNSWICK	OH
BUD'S CHRYSLER-DODGE-JEEP, INC.	CELINA	OH
CHARLIE'S DODGE CHRYSLER JEEP RAM	MAUMEE	OH
DON'S AUTO CLINIC INC	CADILLAC	MI
EXTREME DODGE CHRYSLER JEEP	JACKSON	MI
FRED MARTIN SUPERSTORE	NORTON	OH
GOLLING CHRYSLER DODGE JEEP RAM, INC.	BLOOMFIELD HILLS	MI
GROGAN'S TOWNE CHRYSLER JEEP DODGE RAM	TOLEDO	OH
HENDRICKSON CHRY DODGE JEEP INC	MONTICELLO	IN
JIM RIEHL'S FRIENDLY CHRYSLER	LAPEER	MI
MATHEWS DODGE CHRYSLER JEEP INC	MARION	OH
ROCHESTER HILLS CHRYSLER JEEP DODGE	ROCHESTER HILLS	MI
SCHAEFER & BIERLEIN INC	FRANKENMUTH	MI
POMOCO CHRYSLER JEEP DODGE	NEWPORT NEWS	VA
ADAMS JEEP OF MARYLAND INC	ABERDEEN	MD
BERGEY'S CHRYSLER JEEP DODGE	SOUDERTON	PA
CARMAN CHRYSLER-JEEP-DODGE	NEW CASTLE	DE
COUNTRY CHRY-DODGE-JEEP INC	OXFORD	PA
ELM GROVE CHRYSLER DODGE JEEP RAM	WHEELING	WV
HERITAGE CHRYSLER DODGE JEEP RAM OWINGS MILLS	OWINGS MILLS	MD
HONDRU CHRYSLER DODGE JEEP RAM	ELIZABETHTOWN	PA

KEENE DODGE CHRYSLER JEEP RAM	JARRETTSVILLE	MD
OURISMAN CHRYSLER DODGE JEEP RAM	CLARKSVILLE	MD
OUTTEN CHRYSLER DODGE JEEP RAM	HAMBURG	PA
PELLEGRINO CHRYSLER JEEP	WOODBURY HEIGHTS	NJ
ROTOLO'S DODGE-CHRY-JEEP	CHARLEROI	PA
STARR MOTORS INCORPORATED	SUFFOLK	VA
VICTORY CHRYSLER DODGE JEEP RAM	DELMONT	PA
CASSENS & SONS INC	GLEN CARBON	IL
MARTINS GARAGE INC	UNION GROVE	WI
5 CORNERS DODGE CHRYSLER JEEP	CEDARBURG	WI
BRICKNER'S OF WAUSAU, INC	WAUSAU	WI
BRICKNER'S PARK CITY INC	MERRILL	WI
CHILSON CHRYSLER DODGE, LLC	CHIPPEWA FALLS	WI
GLENDALE CHRYSLER JEEP DODGE RAM	GLENDALE	MO
JACK WOLF CHRYSLER JEEP DODGE INC.	BELVIDERE	IL
LINCOLN CHRYSLER DODGE & JEEP	LINCOLN	IL
NIKLES OF PETERSBURG, INC.	PETERSBURG	IL
PALMEN DODGE CHRYSLER JEEP	RACINE	WI
PRESCOTT BROTHERS INC	MENDOTA	IL
ROANOKE MOTOR CO INC	ROANOKE	IL
SHEBOYGAN CHRYSLER CENTER INC	SHEBOYGAN	WI
SHOTTENKIRK CHRYSLER JEEP DODGE	MT PLEASANT	IA
STEW HANSEN DODGE CITY JEEP	URBANDALE	IA
SUMMIT CHRYSLER DODGE JEEP RAM	FOND DU LAC	WI
WICKSTROM CHRYSLER JEEP DODGE	BARRINGTON	IL
WILSON CHRYSLER JEEP INC	CLINTON	IL
ACTON CHRYSLER DODGE JEEP RAM	ACTON	MA
KRYSTAL CHRYSLER DODGE JEEP RAM	WARRENSBURG	NY
ADIRONDACK AUTO SERV INC	ELIZABETHTOWN	NY
BAILEY'S MOTOR SALES INC	NORTH KINGSTOWN	RI
BESSEY MOTOR SALES INC	SOUTH PARIS	ME
BEST CHRYSLER DODGE JEEP RAM	PLYMOUTH	MA
BONNEVILLE & SON INC	MANCHESTER	NH
CENTRAL MAINE CHRYSLER-DODGE-JEEP-RAM-FIAT	WATERVILLE	ME
DOVER DODGE CHRYSLER JEEP, INC.	ROCKAWAY	NJ
FLEMINGTON DODGE-CHRY-JEEP	FLEMINGTON	NJ
FOSS MOTORS INC	EXETER	NH
FOSTER MOTORS INC	MIDDLEBURY	VT
FOX CHRYSLER DODGE JEEP INC	AUBURN	NY
FRANKLIN SUSSEX AUTO MALL INC	SUSSEX	NJ
FREEHOLD DODGE INC	FREEHOLD	NJ
GENESEE VALLEY CHRYSLER DODGE JEEP	AVON	NY
KEENE CHRYSLER DODGE JEEP	KEENE	NH
KELLY JEEP CHRY PLY	LYNNFIELD	MA
NIELSEN DODGE CHRYSLER JEEP RAM	EAST HANOVER	NJ
SAWYER MOTORS	SAUGERTIES	NY
SUMMIT CHRYSLER DODGE JEEP RAM	ONEIDA	NY
SUMMIT DODGE	SYRACUSE	NY
TOWNE CHRYSLER DODGE JEEP, INC.	HAMBURG	NY
TRI-CITY CHRYSLER DODGE JEEP RAM	SOMERSWORTH	NH

UPSTATE CHRYSLER DODGE JEEP RAM	ATTICA	NY
VICTORY CHRYSLER DODGE JEEP RAM	ROME	NY
YOUNG'S MOTORS INC	MILTON	NY
FAYETTEVILLE DODGE INC	FAYETTEVILLE	NY
SOUTH MIAMI ALFA ROMEO FIAT	MIAMI	FL
ARRIGO DODGE CHRYSLER JEEP RAM SAWGRASS	TAMARAC	FL
ALFA ROMEO FIAT OF THE TRIAD	GREENSBORO	NC
ATLANTIC DODGE-CHRY-JEEP INC	ST AUGUSTINE	FL
CITRUS CHRYSLER JEEP DODGE	DADE CITY	FL
COFFEE CHRYSLER-PLYMOUTH-DODGE INC	DOUGLAS	GA
FIELDS CHRYSLER JEEP DODGE RAM	SANFORD	FL
GWINNETT CHRYSLER DODGE JEEP RAM	STONE MOUNTAIN	GA
HARPER ALFA ROMEO AND FIAT	KNOXVILLE	TN
NEUWIRTH MOTORS INC	WILMINGTON	NC
NORTH POINT CHRYSLER DODGE JEEP RAM FIAT	WINSTON-SALEM	NC
TOM EDWARDS INC	BARTOW	FL
WARNER ROBINS CHRYSLER JEEP DODGE	WARNER ROBINS	GA
EVERETT CHRYSLER DODGE JEEP RAM	SPRINGDALE	AR
JOHNSONS OF KINGFISHER	KINGFISHER	OK
LANDERS ALFA ROMEO FIAT	SHREVEPORT	LA
LANDERS DODGE CHRYSLER JEEP RAM	BOSSIER CITY	LA
MAC HAIK DODGE CHRYSLER JEEP	TEMPLE	TX
MAC HAIK DODGE CHRYSLER JEEP	GEORGETOWN	TX
MCLARTY DANIEL CHRYSLER DODGE JEEP RAM	BENTONVILLE	AR
NYLE MAXWELL CHRYSLER DODGE JEEP OF TAYLOR	TAYLOR	TX
OVIEDO CHRYSLER JEEP DODGE	LA GRANGE	TX
RON CARTER CHRYSLER JEEP DODGE OF LEAGUE CITY	LEAGUE CITY	TX
LARRY H. MILLER CHRYSLER JEEP TUCSON	TUCSON	AZ
DENNIS DILLON DODGE CHRYSLER JEEP	CALDWELL	ID
DOUG SMITH CHRYSLER JEEP DODGE	AMERICAN FORK	UT
ENUMCLAW CHRYSLER JEEP DODGE RAM	ENUMCLAW	WA
LARRY H. MILLER CHRYSLER JEEP AVONDALE	AVONDALE	AZ
LARRY H. MILLER DODGE RAM AVONDALE	AVONDALE	AZ
LITHIA CHRYSLER JEEP OF RENO	RENO	NV
MARK'S CASA CHRYSLER JEEP	ALBUQUERQUE	NM
MELLOY DODGE	ALBUQUERQUE	NM
TOWBIN FIAT ALFA ROMEO	LAS VEGAS	NV

### 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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