



## **Chrysler Group Celebrates National Small Business Week; Signs on as a Sponsor for Independent We Stand, Connecting Small Businesses to BusinessLink® Commercial Dealer Network**

Auburn Hills, Mich., June 17, 2013 – Chrysler Group LLC announced today its support and sponsorship of Independent We Stand, a nationwide movement of independent businesses that promote the importance and economic impact that small businesses make on their local communities.

Chrysler Group recognizes the positive impact that small businesses make not only within their community, but on the economy as a whole. With this in mind, Chrysler Group and its commercial dealer network, BusinessLink®, are focused on providing the right combination of perks and programs that save small businesses time and money, thereby reducing total cost of ownership on their for-work vehicles.

In an effort to better service small businesses nationwide, Chrysler Group's BusinessLink dealer network has almost doubled in size over the last 15 months, growing to nearly 800 dealers today. These dealers are advocates for small business owners, providing free shuttles, first in bay service, no charge towing, free loaners on most vehicles, and dedicated sales and service personnel. This is in addition to cash allowances for graphic skins, upfits, no charge oil changes and new to the program Bosch Toolkits through the On The Job® program.

Chrysler Group continues to identify and implement new and innovative programs to connect with and support small businesses, such as sponsoring Independent We Stand.

“The independent dealers who sell and service Chrysler Group vehicles are the foundation of our company, and our commercial dealer network is committed to helping small businesses stay on the road to success,” said Michael Ring, Head of Small Business Sales and Operations, Chrysler Group LLC. “Whether you’re buying one vehicle or fifteen for your business, we’re going to go the distance to save you time and money, reducing costs to your bottom line.”

“Chrysler Group’s support of Independent We Stand will help both Chrysler’s commercial dealers and the independent businesses who rely on them for their transportation solutions to build a bigger voice in the small business community,” Ring said.

“The support of national manufacturers such as Chrysler Group and STIHL Inc. make our work to help independent businesses possible,” said Bill Brunelle, Executive Director of Independent We Stand. “Our free resources for small businesses help thousands of restaurants, retailers, landscapers and more promote the value they bring to their communities. We’re excited about this sponsorship and thrilled about the support Chrysler Group is providing to the buy local movement.”

As part of National Small Business Week (June 16-21), Chrysler Group's BusinessLink dealer network and Independent We Stand created a video that states the facts and figures about small businesses and their impact. View the video with this link: <http://youtu.be/6HGUw3krIYc>

### **About Independent We Stand**

Independent We Stand is a movement of independent business owners across the country to inform their communities about the importance of "Buying Local" and how these efforts bolster their local economy. This movement supports all local and national causes committed to boosting local economic development projects. The Independent We Stand movement is sponsored in part by STIHL Inc., Devoe Paint, and Chrysler Group LLC. [www.IndependentWeStand.org](http://www.IndependentWeStand.org)

Since its inception in 2010, Independent We Stand has brought together more than 100,000 consumers and small businesses across the U.S. who is committed to buying locally, and made it easier than ever to do so. Last year, the organization launched mobile apps for Android and iPhone for locally minded shoppers to find independently owned businesses, and the BusinessLink dealer's on-the-go. Independent We Stand also offers tiered membership levels for businesses to raise their profile among consumers who are looking to buy local.

### **About Chrysler Commercial Vehicles**

Chrysler Commercial Vehicles is an organization within Chrysler Group LLC that encompasses the commercial dealer network, BusinessLink, as well as develops cost-of-doing-business reducing programs and valuable-to-business incentives for small business consumers. [ChryslerCommercialVehicles.com](http://ChryslerCommercialVehicles.com) is the destination for commercial vehicles, testimonials, current incentives, finding a local dealer and much more.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.