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Chrysler Canada donates a FIAT 500 to Second Harvest

Toronto, ON, June 6th 2011 – Chrysler Canada has generously donated one of its latest and most sought-after new products, a FIAT 500 Sport, to Second Harvest to be used as the grand prize for the 2011 Toronto Taste raffle. Purchase Toronto Taste raffle tickets on or before June 12th, 2011 and you could drive home in the all-new, iconic FIAT 500.

Mix Italian style, european technology, fuel efficient design, sumptuous detailing, performance handling and a dash of urban attitude, and the result is a FIAT 500 Sport that shows your impeccable taste and will make you the envy of all.

“Chrysler Canada is thrilled to donate a FIAT 500 to Second Harvest in order to help raise funds to feed the hungry in the community,” said Ed Broadbear, Vice President Marketing, Chrysler Canada. “The FIAT 500 has been a hit since its recent arrival in Canada, so we are confident that it will help Second Harvest with strong ticket sales.”

“We sincerely thank Chrysler Canada for their generosity. The grand prize will most definitely raise our raffle ticket sales and help us go that extra mile in reaching out to Torontonians in need,” Tonia Krauser, Director of Communications, Second Harvest. The FIAT 500 starts at a retail price of \$15,995, but the prize model has lots of extras, giving it a retail value of \$24,436.25 including taxes, freight, PDI costs and duty. The vehicle winner will be responsible for covering all costs associated with the vehicle license and insurance.

Tickets for the Toronto Taste raffle are 1 for \$10, 3 for \$25 or 10 for \$80. The draw will be held at Toronto Taste on Sunday, June 12th at 8:30pm. Winners do not need to be in attendance to claim prizes. License #M660568.

To purchase raffle tickets call 416.408.2594. For more information about Toronto Taste visit torontotaste.ca.

About Chrysler Canada

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar® 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 – from a company whose heritage dates back to 1899. Fiat will contribute 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.

About Second Harvest

Second Harvest is a charitable organization that takes a common-sense approach to hunger. For the past 25 years, we have been picking up donated, perishable food, which would have otherwise gone to waste, and delivering it to more than 200 social service agencies in Toronto. Independent research group, Charity Intelligence Canada, has endorsed Second Harvest for its efficiency, conscientious administration, and high return to the community for every dollar donated. In addition, *MoneySense* magazine recently awarded an "A" grade to Second Harvest, naming it one of the most responsible charitable groups in Canada.

For additional information or to schedule an interview with a spokesperson, please contact:

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