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## **Jeep® Brand to Sponsor Farm Aid Concert; 2005 Fundraiser to Aid Farm Families Hit by Hurricane Katrina**

- Jeep® Liberty CRD diesel, autographed by performing artists, to be auctioned to support Farm Aid
- Each new Liberty diesel factory fueled with clean, renewable biodiesel — supports American farm economy, less dependence on oil, cleaner environment
- 20th Anniversary Farm Aid Concert, set for Chicago on Sept. 18, to help farm families affected by weather-related disasters

September 8, 2005, Auburn Hills, Mich. -

Jeep® Brand will sponsor the 20th annual Farm Aid concert, which this year will include fundraising for Gulf Coast farm families hit hard by Hurricane Katrina.

Jeep Brand has established a link with American farmers through its endorsement of biodiesel, the clean renewable alternate fuel made from soybeans and other farm products. Each new Jeep Liberty CRD diesel is fueled with B5 (5 percent biodiesel) at the factory in Toledo, Ohio.

"The combination of the Jeep Liberty CRD and biodiesel represents the best of American products – the power, performance and fuel economy of the Liberty diesel and the clean, renewable energy from biodiesel that reduces our dependence on oil and supports the American farm economy," said Jeff Bell, Vice President – Jeep and Chrysler.

Jeep is donating a Liberty CRD that will be signed by artists performing at Farm Aid and auctioned off, with all proceeds to Farm Aid relief funds. Farm Aid founders Willie Nelson, Neil Young and John Mellencamp, and board member Dave Mathews are among the scheduled performers.

Farm Aid 2005 presented by Silk Soymilk, which raises money each year to help farm families affected by weather-related disasters and promote use of family farm products, will be held Sept. 18 outside Chicago. Farm Aid organizers have pledged special support for farm families affected by Hurricane Katrina.

"There has never been a more important time to support Farm Aid than today," said Jason Vines, Vice President – Chrysler Communications.

"While much of the nation's attention has been focused on the plight of the citizens of New Orleans and other Gulf Coast cities, the fate of many farm families is still not known. As we learn more in the days to come, Farm's Aid relief programs will be a critical source of support for those families."

The Jeep Liberty CRD is the first mid-sized SUV with a diesel powertrain sold in the U.S. With its 2.8-liter diesel engine, Liberty CRD combines the power and performance of an eight-cylinder engine with the fuel economy of a four-cylinder engine. In addition to the Jeep Liberty CRD for auction, Chrysler Group vehicles will be in use before and during the concert for logistical support.

Carolyn Mugar, Executive Director of Farm Aid, thanked Chrysler Group for its contribution.

"As the country rallies to respond to the urgent needs in rural America, Farm Aid welcomes sponsors like Chrysler to support our grassroots efforts," Mugar said. "We all recognize the tremendous resource that family farmers provide for the nation, especially in a time of crisis."

DaimlerChrysler, its employees, dealers, contractors, and retirees are providing more than \$1.1 million to support Hurricane Katrina disaster relief efforts. The commitments include:

- DaimlerChrysler Corporation Fund, \$500,000.
- DaimlerChrysler Services, \$250,000.
- Mercedes-Benz USA , \$250,000.  
Freightliner, \$100,000 to the American Red Cross.
- Mercedes-Benz U.S. International (MBUSI) worked with the Red Cross to convert part of the Tuscaloosa, Alabama, plant's training center into a temporary emergency shelter. More than 400 people have used its services, which include food, showers, washers, dryers, telephones, and a computer room.
- DaimlerChrysler Aviation Services flew six DC-8 cargo airplanes to the Gulf Coast, carrying hospital beds, water, food, medical supplies, generators and clothing.
- DaimlerChrysler Services will launch a special finance-rate program for customers affected by Hurricane Katrina, including a 120-day payment deferral.

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