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Chrysler Group LLC Announces Changes to Chrysler Brand and Sales Organizations

July 5, 2009, Auburn Hills, Mich. - Chrysler Group LLC today announced the following appointments within its Chrysler Brand and Sales organizations, led by Peter Fong, President and Chief Executive Officer -- Chrysler Brand.

Chrysler Brand

- Timothy Kuniskis has been appointed Head of Chrysler Product Marketing - C/D/E Segments (PT Cruiser/Sebring/300). In this position, Mr. Kuniskis will be responsible for product positioning, pricing, marketing programs, brand product requirements and profit planning.
- Judith Wheeler was appointed Head of Chrysler Product Marketing - Minivan/D-CUV (Town & Country). Ms. Wheeler will be responsible for product positioning, pricing, marketing programs, brand product requirements and profit planning.
- Saad Chehab was appointed Head of Chrysler Brand Communications. In this position, Mr. Chehab will be responsible for communicating the brand image, brand positioning, brand analysis, branded accessories, merchandising and owner clubs.
- Alistair Gardner has been appointed Head of Chrysler Brand Volume and Inventory Planning. In this position, Mr. Gardner will be responsible for demand planning and forecasting, inventory planning, product mix analysis and incentives analysis.

Sales

- Steve Beahm has been appointed Vice President – Sales Operations. In this position, Mr. Beahm will be responsible for the following business functions:
 - Jeffrey Strickland was appointed Head of Field Operations for Sales. In this position, Mr. Strickland will be responsible for wholesale and retail planning, Business Center priorities and tasks, coordination of incentives and the Dealer Advertising Associations (DAA) and function as Service Parts liaison.
 - Alistair Gardner has been appointed Head of Sales Planning and Incentives. In this position, Mr. Gardner also will be responsible for the national variable marketing program development and regional incentive process.
 - Jason Stoicevich was appointed Head of Retail Sales Promotions. In this position, Mr. Stoicevich will be responsible for Business Center coordination of national and brand alliances, affinity program management and co-op advertising and regional funds.
 - Freda Bane-Prastitis has been appointed Head of Dealer Relations. In this position, Ms. Bane-Prastitis will be responsible for the National Dealer Council, Dealer Audit Committee, National Automobile Dealers Association (NADA) liaison, dealer field systems and market center.
 - Howard Katz was appointed Head of Small Business Sales. In this position, Mr. Katz will be responsible for commercial vehicle sales and Business Link sales and revenue.
 - Lisa Way has been appointed Head of Certified Pre-Owned Vehicle Sales (CPOV). In this position, Ms. Way will be responsible for late-model used vehicle certification, 125-point inspection process, power train and comprehensive warranty and Internet and point-of-sale dealer support.

Today's announcements are immediately effective. Further organizational alignments will be announced at a later time.

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