



Chrysler LLC

Company Profile

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COMPANY OVERVIEW

Chrysler LLC, a wholly-owned subsidiary of Chrysler Holdings, designs, engineers, manufactures, assembles and sells cars and trucks under the brand names Chrysler, Jeep, Dodge and GEM. It also provides automotive parts and accessories under the Mopar brand name, and financial services through the subsidiary Chrysler Financial. The company operates in Americas, Europe, the Middle East and Asia-Pacific. It is headquartered in Auburn Hills, Michigan.

KEY FACTS

Head Office	Chrysler LLC Auburn Hills Michigan 48321 8004 USA
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Web Address	http://www.chryslerllc.com/en/
Financial Year End	December

BUSINESS DESCRIPTION

Chrysler LLC is a wholly-owned subsidiary of Chrysler Holdings, which in turn is owned 80.1% by Cerberus Capital Management and 19.9% by Daimler AG. The company manufactures cars and trucks under the brand names Chrysler, Jeep and Dodge. Chrysler LLC operates 14 assembly plants, 11 powertrain plants, three stamping operations and six technical centers in North America.

The company operates through six brand lines which include: Chrysler, Dodge, Jeep, Global Electric Motorcars (GEM), Mopar and Chrysler Financial.

Chrysler LLC design, engineers, manufactures, assembles and sells passenger cars, minivans and sport utility vehicles (SUVs) under the brand name, Chrysler. The company's Chrysler brand lines include: Chrysler 300, Chrysler Aspen, Crossfire, Pacifica, PT Cruiser Convertible, PT Cruiser, Sebring Sedan, Sebring Convertible, and Town & Country.

The company designs, engineers, manufactures, assembles and sells passenger cars, minivans, trucks and sport utility vehicles (SUVs) under the brand name, Dodge. The company's Dodge brand lines include: Avenger, Caliber, Challenger, Charger, Grand Caravan, Journey, Magnum, Viper, Dakota, Durango, Nitro, Ram Trucks, and Sprinter.

Chrysler LLC manufactures sport utility vehicles (SUVs) under the brand name, Jeep. The company's Jeep brand lines include: Wrangler, Wrangler Unlimited, Patriot, Commander, Liberty, Grand Cherokee and Compass.

Global Electric Motorcars (GEM) manufactures battery electric low-speed vehicles. The GEM vehicles are used in fleet services, hospitals, military bases, airports, college and industrial campuses, and parks and planned communities.

The company provides original equipment parts, accessories and services for Chrysler, Dodge and Jeep vehicles under the brand name, Mopar. It also includes Mopar Performance, a subdivision which provides performance aftermarket parts for Chrysler-built vehicles.

Chrysler Financial provides automotive financial products and services for both its dealers and consumers of Chrysler, Jeep and Dodge vehicles in the US, Canada, Mexico, Puerto Rico and Venezuela. Chrysler Financial's financial services include: consumer insurance services, dealer finance, dealer services, retail consumer finance services and wholesale finance services.

Chrysler LLC has a various partnerships and joint ventures with companies including, Cerberus Capital Management, Daimler AG, Hybrid Cooperation, Global Engine Manufacturing Alliance, BBDC, Hyundai, China Motor Corporation, Mitsubishi, Volkswagen, GAZ, Arab American Vehicles Company and Chery Automobile.

HISTORY

Chrysler LLC was incorporated as Chrysler Corporation by Walter P. Chrysler in 1919.

In 1924, the company introduced Chrysler Six - a light, powerful, high-compression six-cylinder engine and the first ever four-wheel hydraulic brakes.

The company acquired Dodge Brothers in 1928.

Chrysler Corporation manufactured the first streamlined car, Chrysler Airflow, in 1934; and Chrysler 300 (named for its massive HEMI V8, the first American production engine to produce 300 horsepower) in 1955.

Dodge and Chrysler Corporation introduced minivan in 1984. The company acquired the Jeep brand in 1987.

The company made drivers-side airbags standard on every car built in the US, in 1991.

From 1998 to 2007, Chrysler and its subsidiaries were part of the German based DaimlerChrysler (now Daimler AG).

In August 2007, DaimlerChrysler sold 80.1% interest of Chrysler Holding to Cerberus Capital Management, a private equity firm, to form a new company named Chrysler LLC.

Global Electric Motorcars, a Chrysler company, introduced the next generation of clean, gas-free and emission-free, battery electric vehicles, in September 2008.

KEY EMPLOYEES

Name	Job Title	Board
Robert L. Nardelli	Chairman and Chief Executive Officer	Executive Board
James Press	Vice Chairman and President	Executive Board
Tom W. LaSorda	Vice Chairman and President	Executive Board
Frank O. Klegon	Executive Vice President, Product Development	Senior Management
Frank J. Ewasyshyn	Executive Vice President, Manufacturing	Senior Management
Ronald E. Kolka	Senior Vice President and Chief Financial Officer	Senior Management
Michael Manley	Executive Vice President, International Sales, Marketing and Business Development	Senior Management
Steven J. Landry	Executive Vice President, North American Sales	Senior Management
John P. Campi	Executive Vice President, Procurement	Senior Management

KEY EMPLOYEE BIOGRAPHIES

Robert L. Nardelli

Board: Executive Board
Job Title: Chairman and Chief Executive Officer
Since: 2007
Age: 60

Mr. Nardelli has been the Chairman and Chief Executive Officer at Chrysler LLC (Chrysler) since 2007. Prior to joining Chrysler, he served as a Chairman, President and Chief Executive Officer at The Home Depot. Mr. Nardelli began his career at GE in 1971 and advanced through a series of leadership positions in the company's Appliances, Lighting and Transportation Systems business units. In 1988, he left GE to join Case Corporation in Racine, Wisconsin. Mr. Nardelli returned to GE in 1992 and served as the President and Chief Executive Officer at GE Power Systems, and Senior Vice President at General Electric. He chairs the Atlanta Board of Visitors of the Savannah College of Art and Design, and has also served on President Bush's Council on Service and Civic Participation. Mr. Nardelli received a Bachelor of Science degree from Western Illinois University in 1971, and Master of Business Administration from the University of Louisville in 1975.

James Press

Board: Executive Board
Job Title: Vice Chairman and President
Since: 2007
Age: 62

Mr. Press has been a Vice Chairman and President at Chrysler since 2007. He has been the Vice Chairman, Board of Managers at Cerberus Operations and Advisory Co. (COAC), since 2007. Prior to joining Chrysler, Mr. Press was the President and Chief Operating Officer at Toyota Motors North America and a Senior Managing Director of the parent company, Toyota Motor Corporation. He is a Director at the Association of International Automobile Manufacturers, Best Buy, Automotive Youth Educational Systems and the Detroit Area Council of the Boy Scouts of America. Mr. Press is a member of the Advisory Board for his alma mater, Pittsburgh State University and the Switzer Center School in Torrance, California. He is also a Member, Board of Trustees for the College for Creative Studies in Detroit and the Chadwick School in Rolling Hills, California. Mr. Press received a degree in Bachelor of Science from the Kansas State College (now Pittsburgh State University) in 1968.

Tom W. LaSorda

Board: Executive Board
Job Title: Vice Chairman and President

Since: 2007
Age: 54

Mr. LaSorda has been a Vice Chairman and President at Chrysler since 2007. He has been a Vice Chairman, Board of Managers at Cerberus Operations and Advisory Co. (COAC), since 2007. Previously, Mr. LaSorda served as the President and Chief Executive Officer at the Chrysler Group. In 2004, he was appointed as the Chief Operating Officer at Chrysler Group. Prior to joining the company in 2000, Mr. LaSorda was employed by General Motors Corporation, beginning in 1977. Later he served in many capacities including President at Opel Eisenach, Germany in 1991. Mr. LaSorda is a manufacturer member of the Board of Directors of the Economic Alliance for Michigan; Member of the Michigan Business Roundtable; Member of the Board of Directors and Executive Committee at Detroit Renaissance; Director at the Detroit Economic Club; and Director for the Automotive Youth Educational Systems. He received the Bachelor of Arts and Bachelor of Commerce degree from the University of Windsor, Canada, in 1977. Mr. LaSorda obtained M.B.A. from University of Windsor, Ontario, Canada in 1980.

Frank O. Klegon

Board: Senior Management
Job Title: Executive Vice President, Product Development
Since: 2007
Age: 56

Mr. Klegon has been the Executive Vice President, Product Development at Chrysler since 2007. He is a Member, Board of Trustees at the Detroit Science Center in Detroit, Michigan. Prior to that, Mr. Klegon was the Vice President, Product Development Process and Components at Chrysler. He joined Chrysler Corporation in 1985 as Manager, Product Engineering. Mr. Klegon received B. S., Electrical Engineering from the Wayne State University in 1977, and an M.B.A., Business Administration from the Michigan State University in 1994.

Frank J. Ewasyshyn

Board: Senior Management
Job Title: Executive Vice President, Manufacturing
Since: 2004
Age: 56

Mr. Ewasyshyn has been the Executive Vice President, Manufacturing at Chrysler since 2004. Prior to this position, he was the Senior Vice President, Advance Manufacturing Engineering of the company. Mr. Ewasyshyn is a member of the Society of Mechanical Engineers, Society of Automotive Engineers, Engineering Society of Detroit and the Association of Professional Engineers of Ontario, Canada. He received an honorary doctorate degree from the University of Windsor in 2001.

Ronald E. Kolka

Board: Senior Management
Job Title: Senior Vice President and Chief Financial Officer
Since: 2007
Age: 48

Mr. Kolka has been the Senior Vice President and Chief Financial Officer at Chrysler since 2007. Previously, he served as the Head, Finance and Controlling at Chrysler Group. Mr. Kolka joined Chrysler Corporation in 1986 in the Corporate Accounting area and has held domestic and international positions. He holds a Bachelor's degree in accounting from Michigan State University and an MBA from Wayne State University.

Michael Manley

Board: Senior Management
Job Title: Executive Vice President, International Sales, Marketing and Business Development
Since: 2007
Age: 44

Mr. Manley has been the Executive Vice President – International Sales, Marketing and Business Development at Chrysler since 2007. Prior to the current position, he was the Vice President - Sales Strategy and Dealer Operations at Chrysler Group. Mr. Manley joined DaimlerChrysler in 2000 as a Director, Network Development at DaimlerChrysler United Kingdom. He received a Bachelor of Science, Engineering degree from the Southbank University, London, England in 1985, and a Master of Business Administration from Ashridge Management College, Ashridge, England in 1998.

Steven J. Landry

Board: Senior Management
Job Title: Executive Vice President, North American Sales
Since: 2007
Age: 49

Mr. Landry has been the Executive Vice President, North American Sales at Chrysler since 2007. Prior to this position, he was the Vice President, Sales and Field Operations at Chrysler Group. Mr. Landry joined the Chrysler Corporation in 1982 as a distribution analyst in the Western Region of Chrysler Canada. He received a B.S., Management from the Saint Mary's University, Halifax, Nova Scotia in 1982, and an M.B.A. from the Michigan State University in 2000.

John P. Campi

Board: Senior Management
Job Title: Executive Vice President, Procurement
Since: 2008

Mr. Campi has been the Executive Vice President, Procurement at Chrysler since January 2008. He has more than 35 years of experience in the sourcing industry. Before joining Chrysler, Mr. Campi was the President and Chief Executive Officer at Genesis Consulting Group, a company he founded. Previously, he was the Senior Vice President, Sourcing and Vendor Management at The Home Depot. Prior to joining The Home Depot, Mr. Campi served as the Vice President and Chief Procurement Officer at Du Pont Global Sourcing and Logistics. He received Bachelor of Science, Accounting from Indiana University in 1966, and the Master of Business Administration, Executive Program of the Weatherhead School of Management, Case Western Reserve University in 1988.

MAJOR PRODUCTS AND SERVICES

Chrysler LLC (Chrysler), a wholly-owned subsidiary of Chrysler Holdings, which design, engineer, manufacture, assemble and sell cars and trucks under the brand names Chrysler, Jeep, Dodge and GEM. The company's key brands, products and services include the following:

Brands:

Chrysler:

Chrysler 300
Chrysler Aspen
Crossfire
Pacifica
PT Cruiser Convertible
PT Cruiser
Sebring Sedan
Sebring Convertible
Town & Country

Chrysler Financial

Dodge:

Avenger
Caliber
Challenger
Charger
Grand Caravan
Journey
Magnum
Viper
Dakota
Durango
Nitro
Ram Trucks
Sprinter

Global Electric Motorcars (GEM)

Jeep:

Wrangler
Wrangler Unlimited
Patriot

Commander
Liberty
Grand Cherokee
Compass

Mopar

Products:

Cars
Minivans
Original equipment parts and accessories
Sport utility vehicles (SUVs)
Trucks

Services:

Financial services:

Consumer insurance services
Dealer finance services
Dealer services
Retail consumer finance services
Wholesale finance services

TOP COMPETITORS

The following companies are the major competitors of Chrysler LLC

Toyota Motor Corporation
General Motors Corporation
Ford Motor Company
BMW Australia
Renault S.A.
Volkswagen AG
AB Volvo

LOCATIONS AND SUBSIDIARIES

Head Office

Chrysler LLC
Auburn Hills
Michigan 48321 8004
USA
P:1 248 576 5741
<http://www.chryslerllc.com/en/>

Other Locations and Subsidiaries

Chrysler Canada Windsor Ontario N9A 4H6 CAN	Chrysler Argentina Boulevard Azucena Villaflor 435 C1107C11 Ciudad Autonoma de Buenos Aires ARG
Chrysler Latina Prol. Paseo de La Reforma 1240 Desarrollo Santa Fe Distrito Federal MEX	Chrysler U.K. Tongwell Milton Keynes MK 15 8BA Buckinghamshire GBR
Chrysler Espana Avd. De Bruselas 31 28108 Alcobendas Madrid ESP	Chrysler France Parc De Rocquencourt B.P. 100 F 78153 Le Chesnay Cedex FRA
Chrysler Deutschland Englische Strasse 30 10587 Berlin DEU	Chrysler Italia Via Giulio Vincenzo Bona 110 00156 Rome ITA