

**Chrysler Group LLC 2010 – 2014
Business Plan**
by C. Robert Kidder, Chairman of the Board
November 4, 2009

Welcome to Chrysler! It's November 4th. It's time to present the Chrysler plan for building a great car company.

I'm Bob Kidder, Chairman of the Board of Chrysler Group LLC. On behalf of the board, I am here to introduce Sergio Marchionne and his team and to express the strong support of the board for the plan that will be presented today.

The members of the board, several of whom are present today, joined the Chrysler team for several reasons:

- First, they believe the success of Chrysler and the auto industry is important to U.S. economic revival.
- Second, they believe that the problems that led to the bankruptcy of the pre-petition Chrysler can be solved.
- Third they understand that Chrysler Group LLC began with a better balance sheet, a leaner organization, access to important Fiat technology, and strong experienced leadership with a track record of success in difficult times.

The board began with that perspective in June of this year and five months and several board meetings later, the board's confidence that Chrysler will reemerge as a strong competitor in the auto market is considerably stronger.

Since June, the board, the leadership team, and every Chrysler Group employee has understood the monumental challenge, especially given the economic environment in which we were operating and the recent underinvestment in competitive product.

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The Chrysler leadership team, indeed all Chrysler employees, have understood the need to change and have begun to implement and plan significant changes to the Chrysler business:

- The top priority is to invest to create a compelling brand and product offering. The Chrysler team will focus on this today.
- Chrysler will leverage its alliance with Fiat – you will see this today.
- Chrysler will manage the supply chain to match customer demand and production – a significant departure from past practice.
- Chrysler will work to achieve higher levels of satisfaction in a strengthened “Genesis” dealer network.
- Efforts to shave manufacturing, material, and administrative costs will be continued.
- Chrysler will grow MOPAR and continue to deliver attractive profitability at MOPAR.
- A strong team and high performance culture will be built.
- And finally, Chrysler plans financial performance that allows the company to recapitalize and the current shareholders to realize a return on the investment they made.

In short, there is no “business as usual” at Chrysler. There is incredible commitment to and energy for change.

Leading the change is the CEO, Sergio Marchionne. As you know, Sergio previously led an impressive and rapid transformation of the Fiat Group into a world-class company and organization.

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At Chrysler, Sergio began by forming an agile, experienced, new leadership team. Sergio and his team are reinventing the Chrysler business model ... into one with true global economies of scale ... with strong, focused brands and world-class processes and products ... and with an entirely new high performance culture.

His new team has tirelessly worked over the past few months to develop the strategy and plans that will move Chrysler forward – and to do so quickly. The team is here today and will be presenting the plan. As you will see, this is a highly dedicated and motivated group.

Sergio, his team, the employees of Chrysler, and the board of directors intend to make this a great public company once again and to repay the loans entrusted to us by the U.S. and Canadian governments with all deliberate speed.

To tell you how, let me turn the podium over to Sergio Marchionne, the CEO of Chrysler Group LLC and the architect of the plans for the reinvention of Chrysler.

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