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Chrysler Group's WCMA Mobile Unit Gets Kids Excited About Learning at United Way Summer "Meet Up and Eat Up" Block Parties

June 25, 2014 , Auburn Hills, Mich. - Chrysler Group's World Class Manufacturing Academy (WCMA) Mobile Unit is partnering with Southeastern Michigan United Way to provide fun learning activities to local children as part of the organization's summer "Meet Up and Eat Up" block parties, designed to bring food and necessities to families throughout June and July. The WCMA Mobile Unit will make its first appearance Friday, June 27, from 3 to 6 p.m. at the Farwell Recreation Center in Detroit.

The WCMA Mobile Unit will provide fun, interactive activities with an educational twist at United Way block parties. Kids will have the opportunity to design and color their own cars using an interactive coloring game setup on a smart board setup outside the trailer. They will also be able to play the game Pictionary on a Wii and explore educational children's apps on the mobile trailer's 14 iPads. Financial management information will be available for parents. Chrysler Group employees from the WCMA will also be volunteering during the block party events.

Housed in a refurbished motorsports trailer, the mobile version of Chrysler Group's innovative WCM training facility based in Warren, Mich., brings classes and the WCM methodology directly to employees at their manufacturing sites in the U.S. and Canada. World Class Manufacturing, first implemented by Fiat in 2006 and introduced to Chrysler Group in June 2009, is a methodology that focuses on reducing waste, increasing productivity, and improving quality and safety in a systematic and organized way.

"We are excited to be a part of United Way block parties this summer, and providing a fun and interactive learning experience for the kids using the technology available in the mobile unit," said Wendy Santure, WCMA Mobile Unit Lead. "In addition, the mobile unit will be traveling to various high schools in the area and speaking with students about career opportunities in manufacturing and sharing stories from current Chrysler Group employees. We are looking forward to continuing the partnership with United Way into the fall."

Southeastern Michigan United Way began the "Meet Up and Eat Up" events last year to provide food and other necessities to families in need during the summer and has since seen an increase of 19 percent in kids utilizing the program. Together with [No Kid Hungry](#), United Way provides meals for nearly 250,000 students who would qualify for free or reduced lunches during the school year.

"United Way realized the resources available to these low-income, high-risk areas were being underutilized. We decided to partner with [No Kid Hungry](#) to help decrease hunger in children around the community," said Sarah Grutza, Corporate Relations Director for Southeastern Michigan United Way. "Now that we are partnering with the WCMA Mobile Unit, we hope to increase the number of children and families attending our events, expanding our reach and providing them with some fun, educational activities."

The WCMA Mobile Unit will be at the following block parties throughout June and July:

- Friday, June 27 from 3 – 6 p.m.
Farwell Recreation Center, District 5
2711 Outer Drive East, Detroit 48234
- Monday, July 7 from 2 – 5 p.m.
Brightmoor Community Center, District 1
14451 Burt Rd., Detroit 48223
- Thursday, July 10 from 2:30 – 5 p.m.
Don Bosco Hall, District 7
19321 W. Chicago, Detroit 48209

- Friday, July 11 from noon to 3 p.m.
Corrigan Playground, District 4
14723 E. Warren, Detroit 48215

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., designs, engineers, manufactures, distributes and sells vehicles under the Chrysler, Jeep, Dodge, Ram and FIAT brands, and the SRT performance vehicle designation. The Company also distributes the Alfa Romeo 4C and Mopar 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 that dates back to its founding in 1899. Chrysler Group became a wholly owned subsidiary of Fiat on Jan. 21, 2014.

Headquartered in Auburn Hills, Michigan, Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler and Grand Cherokee, Dodge Challenger and Viper SRT, Ram 1500 and Fiat 500. Fiat contributes 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.

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