

Bigland, Reid

Head of Dodge Brand

President and Chief Executive Officer - Chrysler Canada Inc.

Head of U.S. Sales, Chrysler Group LLC

Reid Bigland was named a member of the Group Executive Council (GEC) for Fiat S.p.A. and appointed Head of Dodge Brand on September 1, 2011.

The Group Executive Council (GEC) is the highest executive decision making body within Fiat outside of its Board of Directors. It is responsible for reviewing the operating performance of the businesses, setting performance targets, making key strategic decisions and investments for the Group and sharing best practices, including the development and deployment of key human resources.

Bigland was appointed President and Chief Executive Officer - Dodge Brand and Head of U.S. sales in June 2011; he will retain both positions. In addition to full responsibility for the Dodge brand, Bigland is in charge of sales strategy, dealer relations and operations, order facilitation, incentives and field operations in the U.S. He remains President and Chief Executive Officer - Chrysler Canada Inc., a position he was named to in July 2006. Bigland also serves as Chairman - Chrysler Canada.

Previously, he was President of Freightliner Custom Chassis Corporation, a South Carolina-based company.

During Bigland's career he has had responsibility for all aspects of Management, including Human Resources, Sales and Marketing, Manufacturing, Engineering, Product Planning, Customer Service and Distribution in both Canada and the U.S. His professional experience includes:

- 2011, Head of Dodge Brand
- 2011, President and Chief Executive Officer - Chrysler Canada Inc.,; President and Chief Executive Officer - Dodge Brand and Head of U.S. Sales, Chrysler Group LLC
- 2006, President and Chief Executive Officer - Chrysler Canada
- 2005, President - Freightliner Custom Chassis Corporation
- 2002, General Manager - Dealer Operations, Freightliner LLC U.S.
- 2001, Director - Vocational Sales, Freightliner LLC's Sterling Trucks and Western Star Trucks
- 1999, Director - U.S. Sales, Western Star Trucks
- 1997, Director - Human Resources, Western Star Trucks

- 1988 - 1997, Progressively responsible management positions, Canadian Airlines International

Bigland has served on the Board of Directors of the University of Windsor since 2006.

He received a Bachelor of Arts from the University of British Columbia in 1990.

Bigland holds both American and Canadian citizenship.

9/1/2011

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Additional information and news from Chrysler Group LLC is available at:

<http://www.media.chrysler.com>