

Chrysler Canada Inc.  
**EXECUTIVE BIOS**

**Bigland, Reid**

**Head of U.S. Sales, Chrysler Group LLC; Chairman, President and Chief Executive Officer - Chrysler Canada Inc.**

**Head - Alfa Romeo Brand, NAFTA region, Chrysler Group LLC**

Board of Directors, Chrysler Group LLC

Reid Bigland currently holds three distinct senior management roles with Chrysler Group LLC. He is Chrysler Group's Head of U.S. Sales Operations; Chairman, President and Chief Executive Officer (CEO) of Chrysler Canada Inc.; and, the head of Alfa Romeo Brand for the NAFTA region.

Bigland was also appointed to the Chrysler Group Board of Directors in June 2014.

Bigland was appointed Chairman, President and CEO of Chrysler Canada in July 2006 where he is currently responsible for Chrysler's entire Canadian commercial operations and legal entity. In June 2011, Bigland was named Head of U.S. Sales for Chrysler Group responsible for the Company's U.S. Sales Strategy, Dealer Relations, Order Facilitation, Incentives and Field Operations. In addition, he was named Head of Alfa Romeo Brand for the NAFTA region in August 2014. Bigland is also a member of the Fiat S.p.A. Group Executive Council (GEC), which is the highest ranking decision making body within the Fiat organization.

Prior to Bigland's current roles, he was President and CEO of Ram Truck Brand. He also served as President of Freightliner Custom Chassis Corporation, a South Carolina – based company before joining Chrysler.

Specifically, Bigland's professional experience is as follows:

- 2014 – current, President and CEO, Alfa Romeo Brand, NAFTA Region
- 2014 – current, Board of Directors, Chrysler Group LLC
- 2013 – President and CEO, Ram Truck Brand
- 2011 – current, Head of U.S. Sales Chrysler Group LLC
- 2011 – current, Member of Fiat S.p.A. Group Executive Council (GEC)
- 2011 – President and CEO, Dodge Brand, Chrysler Group LLC

- 2006 – current, Chairman, President and CEO Chrysler Canada Inc.
- 2005 – President, Freightliner Custom Chassis Corporation
- 2002 – General Manager Dealer Operations, Freightliner LLC
- 2001 – Director Vocational Sales, Freightliner LLC
- 1999 – Director U.S. Sales, Western Star Trucks
- 1997 – Director Human Resources, Western Star Trucks
- 1988 – Various management positions, Canadian Airlines International

Bigland received a Bachelor of Arts from the University of British Columbia and holds both American and Canadian citizenship.

