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## Chrysler Group Announces New Head of Dodge Marketing and Two Additional Appointments

AUBURN HILLS, Mich., May 4 /PRNewswire-FirstCall/ -- Chrysler Group today announced that Michael J. Accavitti is appointed Director - Dodge Brand & SRT Marketing and Communications, effective immediately.

In this capacity, Accavitti is responsible for developing Dodge and SRT brand strategies and implementing action plans to increase product consideration and dealership traffic, as well as provide oversight of the Dodge Motorsports program activities. He reports to George E. Murphy, Senior Vice President - Global Marketing.

Accavitti's most recent position was Director - Motorsports Programs and SRT Product & Brand Marketing. He joined DaimlerChrysler Corporation in 1977. He holds a bachelor's degree in Industrial Engineering from Western Michigan University, a master's degree in Business Management from Wayne State University, and a law degree (J.D. / L.L.B.) from Detroit College of Law.

Thomas J. Loveless is appointed Director - U.S. Retail & Fleet Volume Planning, effective immediately. His most recent position was Director - Dodge Brand Marketing and Global Communications.

Loveless is responsible for all sales and vehicle mix planning in current calendar and model year. Additionally, he is responsible for short term and long term sales business planning, option mix planning to ensure targets are achieved on a monthly, quarterly and yearly basis. He reports to Michael J. Keegan, Vice President - Volume Planning & Sales Operations.

Loveless has more than 25 years of Sales and Marketing experience. He holds a bachelor's degree in Marketing from the University of Maryland. Loveless replaces Robert M. Richard, who was appointed Director, Global Parts Marketing on May 1. Richard replaced Richard R. Rae, who retired at the end of December.

Richard is responsible for leading Chrysler Group service parts marketing strategy and implementation across all product portfolios, including accessories, repair, collision, maintenance, and performance parts. He reports to Christine K. Cortez, Senior Vice President, Global Service & Parts.

Richard joined DaimlerChrysler Corporation in 1985. Most recently, he was Director, U.S. Market (Retail & Fleet) Volume Planning.

Richard holds a bachelor's degree in Business Administration from Michigan State University, and a master's degree in International Business from the University of Detroit/Mercy.

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