

# Hispanic Chamber: Chrysler Is 'Corporation of the Year'

The Michigan Hispanic Chamber of Commerce has named Chrysler Group LLC "Corporation of the Year" due to the automaker's strong commitment to supplier diversity and inclusion of several Hispanic-owned businesses to its supplier base.

The chamber announced the award at the MHCC's 23rd Annual Fiesta Hispana Gala, held Dec. 7 in Dearborn. Chrysler Group's supplier goals - which require that 10 percent of a Tier I supplier's procurement buy comes from certified minority suppliers - is certainly a factor in Chrysler winning the MHCC award.

In fact, the Chrysler Group announced earlier this year that in 2011, it spent just a little more than \$2 billion with about 200 minority suppliers, accounting for 8.5 percent of its total annual buy; and another \$303 million from women-owned companies.

Since 1983, the company's purchase total from minority-owned supplier companies is more than \$47 billion.

"Chrysler Group remains as committed as ever to creating a diverse and sustainable supply base that directly reflects our customer base," said Kevin L. Bell, senior manager, Diversity Supplier Development, Chrysler Group LLC, in accepting the award on behalf of the Chrysler Group.

"Chrysler Group will continue to create opportunities for minority-owned, women-owned and veteran-owned businesses because diversity is in the DNA of our company.

"Our goal is a well-developed, diverse supply chain that is inclusive to all."

"Chrysler Group's commitment to supplier diversity and inclusion is a source of meaningful, sus-

tainable value for the Hispanic community," said Armando Ojeda, the executive director of the MHCC.

"Receiving the MHCC's 'Corporation of the Year' award was a well-deserved recognition of Chrysler Group's commitment to all the communities it serves."

Chrysler Group is supportive of the Hispanic community in other ways as well.

Fred Diaz, president and CEO, Ram Truck Brand, and president and CEO of Chrysler de Mexico, announced in his keynote address at the MHCC Fiesta Hispana that the Chrysler Foundation is giving a \$50,000 grant to the Hispanic Scholarship Fund (HSF).

The organization is also giving a second \$50,000 grant to the HSF from the Ram Truck brand and the Chrysler Foundation at the International Hispanic Network's gala and awards ceremony held in San Antonio, Texas.

Among related honors, Chrysler Group received recognition from *LatinaStyle* magazine this year. The company was included in the magazine's 2012 list of the 50 best companies for Hispanic women to work for in the United States.

In addition, for two years running, 2011 and 2012, Chrysler Group was selected by the editors of *DiversityInc* magazine for its list of "Top 50 Companies for Diversity." The annual list includes companies its editors judge to be diversity-management leaders.

Further validating the Chrysler Group's diversity commitment, there are also a number of other diversity awards that have gone out to various company employees over the past several years, including Black Engineer of the Year Award and the Women of Color Award, among others.

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