

# EXHIBIT A

DETROIT CITY COUNCIL

Testimonial Resolution

Chrysler Corporation

Super Bowl XLV Commercial

- WHEREAS** On February 6, 2011, during Super Bowl XLV with the Green Bay Packers vs. Pittsburgh Steelers, The Chrysler Brand premiered its groundbreaking commercial in the third quarter of the game; **and**
- WHEREAS** While launching its new advertising and marketing campaign for the all-new Chrysler 200 vehicle, this ad set precedence, as the first two-minute long commercial in Super Bowl history; **and**
- WHEREAS** Officially known as "Born of Fire" features Grammy and Academy Award winning Detroit rapper Eminem, and featured the soundtrack to his chart-topping hit "Lose Yourself" from the movie 8 Mile; **and**
- WHEREAS** Born of Fire, shot entirely in the City of Detroit, gives viewers insight into the ups and downs of Detroit while showcasing our cultural gems and landmarks, giving the entire world an inspirational glimpse into everyday life as we know it and confirming that a great comeback is on the horizon; **and**
- WHEREAS** The commercial starts off by asking: "I got a question for you. What does this city know about luxury, hmm? What does a town that's been to hell and back know about the finer things in life? Well, I'll tell you. More than most; **and**
- WHEREAS** You see, it's the hottest fires that make the hardest steel. Add hard work and conviction. And the know how that runs generations deep in every last one of us. That's who we are. That's our story. Now its probably not the one you've been reading in the papers. The one being written by folks who have never even been here and don't know what we're capable of; **and**
- WHEREAS** Because when its comes to luxury, it's as much about where it's from as who it's for. Now we're from America- but this isn't New York City, or the Windy City, or Sin City and we're certainly no one's Emerald City; **and**
- WHEREAS** This is the Motor City. And this is what we do." **NOW, THEREFORE BE IT**
- RESOLVED** That the nine Honorable Members of the Detroit City Council salute the Chrysler Brand for their positive portrayal of the City of Detroit while advertising their devotion to our turnaround, and all that Detroit has to offer as a world-class city. We acknowledge your loyalty, and salute you for your devotion to uplifting our image. Thank you for coining the phrase "Imported from Detroit", letting the entire world know: This is what we do.

*[Handwritten signatures of Council Members]*  
COUNCIL PRESIDENT  
COUNCIL MEMBER  
COUNCIL MEMBER  
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COUNCIL MEMBER  
COUNCIL MEMBER  
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COUNCIL MEMBER

March 8, 2011