



**News Release**  
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## **United Way of America Honors DaimlerChrysler Corporation with the 20<sup>TH</sup> Annual Spirit of America® Employee Community Investment Summit Award**

*-- America's Largest Charity Recognizes Auburn Hills, Mich. Company for  
Achievements in Community Campaigns and Outreach --*

PITTSBURGH (May 17, 2007) – United Way of America (UWA) tonight honored DaimlerChrysler Corporation with the 20<sup>th</sup> Annual Spirit of America® Employee Community Investment Summit Award to recognize the company's commitment to educating and training employees about the United Way and its role in the community, while developing successful fundraising campaigns that earned generous support from donors. The Employee Community Investment Summit Award is one of four categorical Spirit of America accolades, which recognize United Way National Corporate Leaders (NCLs) for exceptional work in the areas of community investment, engagement and leadership. The awards were presented at the 2007 United Way Staff Leaders Conference in Pittsburgh, Pa.

“DaimlerChrysler is establishing a new standard for excellence in community investment, and I commend the employees and retirees for their generous efforts. Their steadfast collaboration with United Way and tremendous investment in the workplace campaign demonstrates a spirit of volunteerism and a commitment to helping all members of their community,” said UWA President and CEO Brian A. Gallagher.

Thanks to the dedication of Campaign Co-Chairs Tom LaSorda, Chrysler Group CEO, and General Holiefield, UAW Vice President of DaimlerChrysler Department, as well as hundreds of DaimlerChrysler and UAW campaign volunteers, DaimlerChrysler employees and retirees contributed \$8.5 million in 2006. Combined with a corporate gift of nearly \$5.7 million, DaimlerChrysler invested more than \$14 million in communities across the nation. This was

accomplished in part as employees learned about United Way through fun-filled activities including “dunk tanks” and “pie eating contests”.

“The employees and retirees of Chrysler Group are dedicated to acting as responsible, actively engaged members of society,” said Tom LaSorda, Chrysler Group President and CEO. “United Way programs are critical to many charities and organizations that improve the quality of life for our employees, customers and neighbors. Our partnership with the United Way is an important part of our commitment to helping our communities, and we are pleased to be honored with the Spirit of America Employee Community Investment Summit Award.”

The Summit Awards comprise four categorical awards within the Spirit of America Award program that recognizes the exceptional work of corporate partners in the areas of community investment, engagement and leadership. Award recipients were evaluated and selected based on their strength in promoting, volunteering, investing in, connecting with, advocating for, and partnering within their communities.

The Spirit of America program is open to any United Way National Corporate Leader (NCL), leading national and global corporations that partner with United Way to deliver positive results. Award recipients are judged by a panel of NCL peers and local United Ways.

In keeping with businesses’ renewed commitment to sustainable business practices, the 2007 Spirit of America awards – to be awarded in 2008 – will feature a new corporate social responsibility (CSR) component in addition to the traditional Spirit of America criteria. Categorical awards will evaluate the areas of: Sustainability/Impact, Corporate, Workplace, and Volunteerism.

For more information on Spirit of America, NCL, and how corporations can get involved in their communities or partner with United Way of America, log on to [unitedway.org/ncl/](http://unitedway.org/ncl/) or contact Amanda Ponzar at [Amanda.ponzar@uwa.unitedway.org](mailto:Amanda.ponzar@uwa.unitedway.org).

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#### ***About United Way of America***

United Way of America is the national organization dedicated to leading the United Way movement in making a measurable impact in every community across America by focusing on the root causes of the most serious problems. The United Way movement includes over 1,300 community-based United Way organizations. Each is independent, separately incorporated, and governed by local volunteers. For more information about United Way of America, please visit: [www.unitedway.org](http://www.unitedway.org).