

## **2014 Jeep® Wrangler and 2014 Dodge Challenger Win Kelley Blue Book's KBB.com Best Resale Value Awards**

- Jeep® Wrangler receives two 2014 Kelley Blue Book Best Resale Value Awards: Top 10 and Compact SUV/Crossover
- Fourth year Wrangler wins Best Resale Value Award, fourth consecutive year for Top 10
- With record setting sales numbers month-over-month this year, Dodge Challenger wins the hearts of enthusiasts and earns a spot on KBB's Top 10 list of vehicles with the best resale value

November 18, 2013, Auburn Hills, Mich. - Kelley Blue Book has named the 2014 Jeep® Wrangler and 2014 Dodge Challenger winners of its 2014 Best Resale Value Awards. For the fourth consecutive year, Jeep Wrangler has been named Best Resale Value in its class and ranked on the Top 10 list for the third year in a row. With record setting sales numbers month-over-month this year, Dodge Challenger also earned a spot on this year's Top 10 list of vehicles with the best resale value.

"Jeep continues to dominate in its segment and among the top 10 list, increasing its residual value 3.9 percentage points from just last year," said Eric Ibara, director of residual consulting for Kelley Blue Book. "New to this year's list is the Dodge Challenger, which heavily contributes to Dodge's success for the 2014 model year, along with other strong vehicles from the brand."

Kelley Blue Book's KBB.com Best Resale Value Awards are based on projections from the Kelley Blue Book® Official Residual Value Guide and determined by a skilled staff of automotive analysts. These prestigious awards honor vehicles expected to maintain the greatest proportion of their original list price after five years of ownership.

"Chrysler Group is honored that Kelley Blue Book has named the 2014 Jeep Wrangler and 2014 Dodge Challenger winners of its Best Resale Value Awards," said Reid Bigland, Head of U.S. Sales, Chrysler Group LLC. "These prestigious awards serve as great recognition of our commitment to producing quality, reliable, and desirable products, all while maintaining great resale value."

### **2014 Jeep Wrangler**

The iconic Jeep Wrangler - the most capable and recognized vehicle in the world - kicks off the new model year with new features such as a new Trail Rated Kit featuring two D-rings, a tow strap, gloves and a bag to store the items. Clear park lamps and turn signal indicators replace the amber units, and Sport models can now be equipped with the Uconnect 6.5-inch touchscreen radio with hard drive storage and SiriusXM Radio. Sport models also have an available 32-inch Tire and Wheel Group featuring semi-gloss black 17-inch Rubicon aluminum wheels and BF Goodrich KM LT255/75R17 off-road tires.

Chrysler Group's 3.6-liter Pentastar V-6 engine - two-time winner of the prestigious Ward's 10 Best Engines award - delivers 285 horsepower and 260 lb.-ft. of torque and up to 21 miles per gallon. It is engineered to provide a broad torque band with a focus on low-end torque, an essential trait needed for extreme off-roading. Engineers also designed the oil sump to provide oil to the pump even at extreme vehicle angles, and the alternator was placed up high so Wrangler can maintain its water-fording capability.

The 2014 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front

and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offer a six-speed manual transmission - in addition to its five-speed automatic transmission.

Jeep Wrangler has always had a unique variety of colors to choose from, and 2014 is no different. New exterior colors include: Amp'd, Anvil, Copperhead, Flame Red, Granite Crystal and Hydro Blue (Freedom edition only). Billet Silver, Bright White, Black and Dune continue for 2014.

### **2014 Dodge Challenger**

With record sales levels since the reintroduction of the Challenger in 2008, the Dodge brand's performance icon continues to deliver exactly what muscle car enthusiasts want – a powerful and efficient engine lineup, iconic muscle-car design with numerous personalization packages. And now with the return of “Scat Package” performance stage kits, plus the enthusiast-demanded Shaker performance hood with its engine-mounted, fully floating scoop and exposed high-flow element for cold-air induction – the new 2014 Challenger R/T Shaker delivers power, performance and even more heritage-inspired style for the most hardcore Dodge enthusiasts.

The 2014 Dodge Challenger combines world-class ride, refinement and braking performance with more power and a track-tuned suspension to deliver a thrilling driving experience. With its award-winning 3.6-liter Pentastar V-6 engine producing 305 horsepower, the Dodge Challenger is the most powerful, refined and technologically advanced entry-level Challenger ever. And to top it off, it gets 27 mpg on the highway and comfortably seats five. The Challenger R/T features a standard HEMI® V-8, delivers 375 horsepower and 410 lb.-ft. of torque and an impressive 25 mpg highway.

### **About Kelley Blue Book (<http://www.kbb.com>)**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In and Suggested Retail Values, and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. For two years running, Kelley Blue Book's KBB.com ranked highest in its category for brand equity and was named Online Auto Shopping Brand of the Year in the 2012 and 2013 Harris Poll EquiTrend® study. Kelley Blue Book Co., Inc. is a subsidiary of AutoTrader Group, which includes AutoTrader.com, vAuto, VinSolutions and HomeNet Automotive. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises.

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