

FCA US Brings Dynamic Exhibits and Family Fun to the Texas Auto Show at the 2017 State Fair of Texas

- 2018 Chrysler Pacifica and Pacifica Hybrid minivans offer unprecedented functionality and style for consumers
- Dodge shakes things up with the return of the ultimate performance 707-horsepower 2018 Challenger SRT Hellcat muscle car
- FIAT brand display features special-edition Fiat 500X Urbana and new 2018 Fiat 500L
- Jeep® brand highlights the 2018 Jeep Compass: an all-new global compact SUV delivering unsurpassed 4x4 capability and premium styling
- Ram Truck display offers full lineup of Ram trucks, including the new Ram Harvest Edition, the industry's first agricultural market-specific truck, and a Ram 1500 upfitted with equipment and technology to support people with disabilities
- Interactive displays include the Dodge Viper driving simulator, photo ops, mechanical bull riding and new 'Ram Slots' game

September 26, 2017, Dallas - FCA US LLC will roll into the Texas Auto Show at the 2017 State Fair of Texas this week, Sept. 29, with a variety of displays and interactive experiences featuring Chrysler, Dodge, FIAT, Jeep® and Ram brand vehicles.

"We're proud to offer State Fair attendees an exceptional product experience right here in the heart of Texas. Our exhibits showcase our newest vehicles and demonstrate how our brands uniquely resonate with Texans," said Mike Dragojevic, Director of the Southwest Business Center – FCA US.

Chrysler Brand

As a two-time consecutive winner of the "[Family Car of Texas](#)" at the annual Texas Auto Roundup, a competitive car event hosted by the Texas Auto Writers Media Association (TAWA), the Chrysler Pacifica and the Pacifica Hybrid reinvent the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the [Pacifica](#) delivers class-leading gasoline and hybrid powertrains to the minivan segment. With more than 100 available safety and security features, the all-new Uconnect Theater rear seat entertainment system, tri-pane panoramic sunroof, and a full array of comfort, convenience and driver assistance technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families. The Pacifica Hybrid takes this revolutionary vehicle a step further with its innovative, advanced hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves 84 miles per gallon equivalent (MPGe) in electric-only mode and 33 miles of all-electric range.

Dodge Brand

Building upon their rich heritage of performance, muscle cars and innovative engineering, the Dodge and SRT performance brands will showcase the quick and powerful muscle car — the [2018 Dodge Challenger SRT Hellcat](#). Taking the performance coupe world by storm, the Dodge Challenger SRT Hellcat features the supercharged 6.2-liter HEMI® Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 199 miles per hour and a National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.2 seconds on stock Pirelli P Zero tires. With drag radials, the Challenger SRT Hellcat's quarter-mile run drops to just 10.8 seconds. On top of that, the Challenger also achieves up to 22 mpg on the highway. Add in the aggressive and functional exterior styling, race-inspired interior and the Dodge Challenger SRT Hellcat takes the muscle car segment to a level once unthinkable. The Dodge display also will feature the 2018 versions of the Durango, Grand Caravan, Journey and Charger.

FIAT Brand

The FIAT brand continues to showcase the multiple personalities of the FIAT lineup with two new models: [2017 Fiat 500X Urbana Edition](#) and the new [2018 Fiat 500L](#). The Fiat 500X Urbana offers customers yet another way to express themselves with their FIAT vehicle, featuring a unique, urban look with Miron (Metallic Iron) black-painted exterior and interior elements with copper accents. The 2018 Fiat 500L features a redesigned exterior, with new front and rear fascia design, bodyside molding design, wheel designs, daytime running light lens and rear side reflector design. The 2018 500L also features a revamped, more convenient interior that includes the new Uconnect 4 system with a 7-inch display, Apple CarPlay and Android Auto capability.

Jeep Brand

The Jeep brand returns to the State Fair with a full lineup of new and award-winning SUVs, including the newest edition to the family — the all-new [2018 Jeep Compass](#). Providing customers with legendary and leading 4x4 off-road capability, the Jeep Compass offers superior on-road driving dynamics, best-in-class fuel-efficient powertrains, 17 combinations for global markets and authentic Jeep design that includes an open-air dual-pane sunroof.

Boasting state-of-the-art safety and technology, the Jeep Compass offers more than 70 available advanced safety and security features to instill confidence in all driving conditions. Fairgoers also will enjoy a full lineup of vehicles with top designations from TAWA's Texas Truck Rodeo:

- Jeep Grand Cherokee: "Mid-Size SUV of Texas"
- Jeep Cherokee: "Compact SUV of Texas"
- Jeep Wrangler Unlimited: "Off-Road Utility Vehicle of Texas"
- Jeep Renegade: "Compact Crossover Utility Vehicle of Texas"

Ram Truck Brand

Over the last 30 years, Ram trucks are proven to last with the highest percentage of pickups on the road in Texas. Ram will pack its indoor and outdoor display areas with a broad lineup of new-for-2018 models, features and trims that make their first auto show appearance at the State Fair of Texas. Truck enthusiasts will want to get a close-up look at the new [2018 Ram Harvest Edition](#). The industry's first agricultural market-specific truck is loaded with features that are designed to work and are visually distinguished by two new colors: Case IH Red and New Holland Blue. The Harvest Edition will be available across the Ram 1500, 2500 and 3500 lineup, in all four-door Quad, Crew and Mega Cab configurations, all box lengths and all powertrains, including 5.7-liter HEMI V-8, 6.4-liter HEMI V-8 and 6.7-liter Cummins Turbo Diesel. The Ram brand also will highlight its award designations from TAWA's Texas Truck Rodeo: Ram 1500 Longhorn as "Luxury Pickup Truck of Texas" and Ram Power Wagon as "Off-Road Pickup Truck." Ram also promises attendees a few surprises that will be certain to make every truck shopper's "must see" list.

Additionally, the company's mobility group will display a Ram 1500 upfitted with adaptive equipment to support people with disabilities, limited mobility or strength and who have the need for a full-size pickup. Optional features include a lightweight wheelchair lift assist system to remove wheelchairs from the truck bed and position it along the vehicle. A rotating and seat-lowering system enables the driver to slide in and out of the truck with little effort. The new Ram 1500 adaptive equipment will help provide freedom and independence so individuals can live an active lifestyle or enter the workforce again. FCA US was the first OEM to support the automotive mobility industry and the first in the industry to help ease the financial burden of drivers with physical challenges. The company offers cash reimbursements up to \$1,000 for expenses related to adaptive equipment. Now, with more than 20 vehicles capable of adaptation, FCA US is committed to supporting the mobility segment.

Free, Interactive Experiences for State Fair Attendees

The FCA indoor and outdoor displays will feature a number of fun experiences for fairgoers with Chrysler, Jeep, Dodge, Ram and FIAT vehicles.

Auto Show Building (Indoor)

Shadow Family Decals: visitors can pose with their family and friends, holding the brand logo of their choice, then receive a white vinyl silhouette decal to apply to their vehicle's back window. New logo additions this year include the Scorpion logo for Fiat Abarth, as well as a unique design for the all-new Jeep Compass.

Fun Photo Op: a green screen offers fairgoers a choice of vehicles and scenes, including the [Dodge Demon](#). The scene is superimposed onto the photo, then emailed to the participant as a keepsake or to post on social media.

Dodge Viper Simulator Challenge: This interactive exhibit returns, enabling participants to test their track time while "driving" an actual Viper staged in front of three panoramic video screens that feature realistic sound effects. The simulator provides a real-life, behind-the-wheel experience without leaving the auto show floor.

Ram Truck Zone (Outdoor)

All-new this year is the "Ram Slots" game, where visitors can launch three Ram discs onto a nearly 30-foot-wide by 12-foot-high playing board where the discs bounce from peg to peg eventually falling into a prize slot. Visitors also can test their strength at the Ram High Striker, a classic "ring-the-bell" carnival midway game. The ever-popular mechanical bull ride will return. Guests who dare to ride the bull in the Ram Truck Zone will get to keep their rodeo "back number" as a souvenir, which makes a great photo op to show friends and family your skills and bravery. The outdoor Ram Truck display also includes Big Red, a photo opportunity with a preserved Longhorn steer.

About the Texas Auto Show at the State Fair of Texas

The Texas Auto Show has been part of the State Fair of Texas since 1913. Throughout its history, the Texas Auto Show has been a key attraction at the annual 24-day event each fall in Dallas. Admission to the Texas Auto Show is included with every ticket to the fair. The 2017 exposition runs Sept. 29 through Oct. 22 in Fair Park, Texas. Visit texasautoshow.bigtex.com for more information.

About FCA US LLC

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

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