

FCA US Brings Dynamic Exhibits and Family Fun to the Texas Auto Show at the 2018 State Fair of Texas

- Chrysler Pacifica and Pacifica Hybrid minivans offer unprecedented functionality and style for consumers
- Dodge//SRT shakes things up with the 707-horsepower 2018 Charger SRT Hellcat, America's only four-door muscle car
- FIAT brand display features the Fiat 124 Spider, offering the ultimate fun-to-drive Italian roadster experience
- Jeep® brand highlights the all-new 2018 Jeep Wrangler, the most capable and recognized vehicle in the world, and the 2019 Jeep Cherokee, the most capable midsize SUV
- Ram Truck display offers full lineup of Ram trucks, including the all-new 2019 Ram 1500, leading in durability, technology and efficiency
- Interactive displays include photo ops and a new "Quarterback Challenge" in the outdoor Ram Truck display

September 25, 2018, Dallas - FCA US LLC will roll into the Texas Auto Show at the 2018 State Fair of Texas this week, beginning Sept. 28, with a variety of displays and interactive experiences featuring Chrysler, Dodge, FIAT, Jeep® and Ram brand vehicles.

"The Texas Auto Show at the State Fair of Texas gives us a chance to demonstrate how our vehicles and brands uniquely answer the demands and preferences of Texans," Mike Dragojevic, Director of the Southwest Business Center – FCA US, said. "Our displays offer several interactive experiences with our award-winning Chrysler, Jeep, Dodge, Ram and FIAT vehicles. We're proud to offer state fair attendees an exceptional product experience right here in the heart of Texas."

Chrysler Brand

As a three-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 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.

Dodge//SRT Brands

Building upon their rich heritage of performance, muscle cars and innovative engineering, the Dodge//SRT performance brands will showcase America's only four-door muscle car and the quickest, fastest and most powerful sedan in the world — the [2018 Dodge Charger SRT Hellcat](#). Powered by the supercharged 6.2-liter HEMI® Hellcat engine making 707 horsepower and 650 lb.-ft. of torque, the Dodge Charger SRT Hellcat delivers ultimate performance with a top speed of 204 miles per hour, National Hot Rod Association-certified, quarter-mile elapsed time of 11.0 seconds on street tires and runs from 0-60 miles per hour in 3.7 seconds. The Dodge display also will feature 2018 versions of the Durango, recent winner of the "Full-size SUV of Texas," Grand Caravan, Journey and Challenger.

FIAT Brand

The FIAT brand continues to showcase the multiple personalities of the FIAT lineup, including the [2018 Fiat 124 Spider](#), which revives the storied nameplate, bringing its classic Italian styling and performance to a new generation.

Paying homage to the original 124 Spider 50 years after its introduction, the Fiat 124 Spider delivers the ultimate Italian roadster experience with driving excitement, technology and safety combined with iconic design. The 124 Spider is available in three trim levels: Classica, Lusso or, for performance enthusiasts, Abarth. The Fiat display will also include the Italian-designed, fun-to-drive Fiat 500, the five-passenger Fiat 500L and the all-wheel-drive Fiat 500X crossover.

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 Wrangler](#). The most capable and recognized vehicle in the world, the Jeep Wrangler builds on its legendary history with an unmatched combination of off-road capability, authentic Jeep design, open-air freedom, advanced fuel-efficient powertrains, superior on- and off-road dynamics, and a host of innovative safety and advanced technology features. Also new to the Fair this year, the [2019 Jeep Cherokee](#), the most capable midsize sport-utility vehicle (SUV), which boasts a new, authentic and more premium design, along with the addition of a new, advanced 2.0-liter inline four-cylinder engine that enhances performance and fuel efficiency. Fairgoers also will enjoy a full lineup of vehicles with top designations from TAWA's [Texas Truck Rodeo](#): Jeep Renegade, "Subcompact SUV," Jeep Grand Cherokee, "Mid-Size SUV of Texas," and the four-door Jeep Wrangler, "Off-Road Utility Vehicle of Texas."

Ram Truck Brand

Taking center stage for the Ram Truck brand this year is the all-new [2019 Ram 1500](#), a no-compromise truck, leading in luxury, efficiency, capability and innovation. Ram's newest 1500 addresses the growing demand of families for a double-duty vehicle with the largest cabin in the segment, incredible comfort, convenience features and overall drivability. Defining the future of pickup trucks, the 2019 Ram 1500 commands with innovative design, the highest quality materials and class-exclusive technology for a family solution.

The Ram brand also will highlight its award designations from TAWA's Texas Truck Rodeo: Ram 1500 Laramie Longhorn as "Luxury Pickup Truck of Texas" and Ram 2500 as "Heavy Duty Pickup Truck." Ram also promises attendees a few surprises to be announced on Thursday, Sept. 27, and certain to make every truck shopper's "must see" list.

Free, Interactive Experiences for State Fair Attendees

The FCA indoor and outdoor displays will feature a number of fun experiences for fairgoers with Chrysler, Dodge, FIAT, Jeep and Ram 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
- Fun Photo Op: a green screen offers fairgoers a choice of vehicles and state fair scenes. The scene is superimposed onto the photo, then emailed to the participant as a keepsake or to post on social media
- Mopar Charge Stations: visitors can charge their mobile devices with Mopar's battery box designed for mobile device charging

Ram Truck Zone (outdoor)

- All-new this year in the Ram display is the "Quarterback Challenge" where visitors can practice their football throwing skills and win prizes
- Attendees who want more detailed information about the all-new 2019 Ram 1500 will enjoy a new Ram immersion program featuring a continuous, dynamic and in-depth presentation in a special Ram-branded tent

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 2018 exposition runs Sept. 28 through Oct. 21 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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