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Chrysler Canada Showcases Fiat 500 at the 2010 Canadian International AutoShow

- Balance of unique expressive style and environmental consciousness
- Available in Canada within a year

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Today at the 2010 Canadian International AutoShow, Chrysler Canada unveiled the Fiat 500. Showcased for the first time in Canada, this vehicle will provide Chrysler Canada with an expressive new entry into the small car segment.

"The Fiat 500 exemplifies the product strength that results from the combination of the Fiat and Chrysler alliance," said Reid Bigland, President and CEO of Chrysler Canada. "Chrysler's strength in the minivan, crossover, Jeep SUV and Ram truck segments, combined with Fiat's global leadership in small and compact vehicles, creates the perfect fit."

The Fiat 500 offers a unique balance of style, youthfulness, and fun, combined with the outstanding fuel efficiency Canadian consumers demand. Named European Car of the Year in 2008, the Fiat 500 will arrive in Chrysler Canada showrooms within a year.

The Canadian Fiat 500 will come equipped with an extremely fuel efficient 1.4-litre Fully Integrated Robotized Engine. This engine features four valves per cylinder and incorporates state-of-the-art technology for Fully Variable-valve Actuation (FVVA), also known as MultiAir.

To tease the senses of the Canadian consumer, Chrysler Canada is displaying two European versions of the 500: a stylish white Fiat 500 model and a powerful black Abarth 500.

The Abarth brand has symbolized sportiness and great performance since 1949. The European version of the Abarth 500 on display delivers maximum speed of more than 200 km/h and acceleration from 0 to 100 km/h in less than 8 seconds. Like the standard Fiat 500, the Abarth is also environmentally conscious and provides exceptional fuel economy.

Chrysler Brand

At the 2010 Canadian International AutoShow, the Chrysler brand showcases a line-up that delights customers with distinctive designs, craftsmanship, intuitive innovation and technology — all at an extraordinary value. Whether it is the groundbreaking, bold design of the Chrysler 300, the sleek elegant styling of a Sebring Convertible, or the outstanding functionality of the Chrysler Town & Country, Chrysler brand vehicles reward the passion, creativity and sense of accomplishment of its owners. Beyond just exceptionally designed vehicles, the Chrysler brand has incorporated thoughtful features into all of its products, such as the Stow 'n Go® seating and storage system on the Chrysler Town & Country, the fuel-saving Multi-displacement System (MDS) in the Chrysler 300 and Uconnect Phone utilizing Bluetooth technology on the Chrysler Sebring and Chrysler Sebring Convertible.

The 2010 Chrysler Town & Country, manufactured in Ontario, continues to set the mark in minivan value with more than 40 new or improved features from the previous generation, including unsurpassed 36 miles per gallon highway fuel economy. The 2010 Chrysler Town & Country is also the first minivan in the segment to feature Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident avoidance safety systems. Combined sales of the Chrysler Town & Country and the Dodge Grand Caravan captured 75 per cent of the segment in the fourth quarter of 2009.

The Chrysler brand's succession of innovative product introductions continues to solidify the brand's standing as the leader in design, engineering and value.

Dodge Brand

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Vehicles at the show include the Canadian-built Dodge Challenger R/T in the legendary Plum Crazy colour and the new Dodge Grand Caravan SXT Plus model. The Dodge Grand Caravan has been the No. 1 selling minivan in Canada for 26 years, and was recently named "Most Dependable Van" by J.D. Power and Associates. Also on display is Canada's No. 1 selling crossover, the Dodge Journey. The Dodge Journey combines the best attributes of a car, minivan and SUV into an affordable and fuel-efficient package, offering great value for a price starting under \$20,000. Capable of seating seven passengers, the 2010 Dodge Journey was a 2010 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS) in the U.S. The 2010 Dodge Avenger (with Electronic Stability Control) also earned the 2009 Top Safety Pick rating from the IIHS and achieves over 40 miles per gallon (mpg) highway.

Jeep® Brand

Built on nearly 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

On display at the 2010 Canadian International AutoShow is the full Jeep line-up, including the brand's icon, the Jeep Wrangler. Featured prominently is the Jeep Wrangler Rubicon Unlimited model in "Natural Green." Among other vehicles sharing the Jeep display floor are the new Jeep Compass and Jeep Patriot North "All Season" models, highlighting Jeeps 4x4 all-season capability and consumer comfort designed exclusively for Canadians. The two vehicles are the most fuel-efficient SUVs in Canada, achieving better than 40 mpg highway. The 2010 Jeep Patriot was named 2010 Top Safety Pick by the Insurance Institute for Highway Safety (IIHS) and offers classic Jeep styling with the best 4x4 SUV pricing in Canada.

Ram Brand

With a work-hard, play-hard attitude, the Ram Truck brand offers the boldest, most powerful and capable pickup truck lineup on the planet.

At Chrysler Canada's Ram Truck display, show goers experience the full range of the 2010 Ram 1500, the most-awarded pickup truck of 2009 and the Automobile Journalists Association of Canada's 2009 Truck of the Year. Introduced in 2008, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition with its bold exterior design, crafted and refined interior, engineering excellence, superb innovation and best-in-class features and amenities. The Ram 1500 features the segment-exclusive multilink coil spring rear suspension with superior ride and handling that does not sacrifice payload or towing capability. It also offers the segment-exclusive Ram Box Cargo Management System.

Building on the success of the Ram 1500, its all-new "big brother" is also showcased on the display floor: The Ram Heavy Duty 2500 and 3500 model recently received the prestigious *Motor Trend* Truck of the Year award. The new heavy-duty trucks provide customers with first-time innovations and features along with new standards of strength, utility and driveability, building on the Ram's leadership in the heavy-duty pickup segment. The Dodge Ram Heavy Duty is available with a 5.7-litre HEMI® engine or a 6.7-litre Cummins diesel engine. The 5.7-litre HEMI® delivers standard engine best-in-class horsepower and torque. The 6.7-litre Cummins diesel has met the 2010 diesel emission standards since 2007 and, unlike its competitors, does not require a UREA system. The Ram 3500 Heavy Duty can tow up to 8,381 kg (18,500 pounds).

The Ram Truck brand will further enhance its commercial vehicle presence with the introduction of a "new crew" of commercial-grade work trucks: the new 2011 Ram 3500, 4500 and 5500 Chassis Cabs. Led by an all-new crew cab, the new 2011 Ram Chassis Cabs are built on a proven frame and chassis, and engineered for maximum uptime, optimum performance and enhanced commercial capability.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 85th anniversary in 2010. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler and Chrysler 300.

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