

Contact: Rick Deneau

Ann Smith

## Consumers Rank Five Chrysler Group Models at Top in Total Quality Awards

- Dodge Dart and Dodge Durango honored second year in a row for Total Quality
- Dodge Charger, Jeep® Wrangler Unlimited and Ram 2500/3500 lead their segments in Total Quality Index™
- Strategic Vision's Total Quality Index™ uses a holistic survey to capture new vehicle owners' emotional responses to the positive and negative vehicle experiences

June 30, 2014, Auburn Hills, Mich. - Five Chrysler Group LLC products landed atop their segments in Strategic Vision's annual Total Quality Index™ that measures new vehicle owners' overall experience and emotional connection with their vehicles.

"This is the second consecutive year for Dodge Dart and Durango to be recognized for Total Quality, and it's great news to add Dodge Charger, Jeep® Wrangler Unlimited and Ram 2500/3500 to the list of honorees," said Doug

Betts, Senior Vice President – Quality, Chrysler Group. "Our quality efforts focus on maximizing the things that excite consumers about new vehicles while also minimizing any dislikes or inconveniences. These holistic Total Quality awards help reinforce Chrysler Group's ongoing product improvements."

Dodge Dart shared the lead for Total Quality in the Small Car segment, while Dodge Charger and Dodge Durango ranked highest in the Full-Size Car and Mid-Size SUV segments respectively. The Jeep Wrangler Unlimited earned the top spot in the Entry SUV segment and Ram 2500/3500 shared the highest score in the Heavy-Duty Truck category.

According to San Diego-based Strategic Vision, the Total Quality Index score is a holistic measure that encompasses positive and negative product experiences including reliability, actual problems, driving excitement and other measures that collectively are energized by the emotional response associated with the aggregate of all those experiences – hence Total Quality.

### About Dodge

The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary on July 1, 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand within the Chrysler showroom. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT with the HEMI Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper SRT.

### About Jeep Brand

Built on more than 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.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

#### **About Ram 2500 and 3500 Heavy Duty**

Ram Truck brand offers the most capable heavy-duty pickups in the segment – the 2015 Ram Heavy Duty line includes a list of features for the customer whose No. 1 priority is capability:

- Towing – Best-in-class 30,000 pounds with Ram 3500
- Payload – 7,320 pounds with Ram 3500
- Power – 850 lb.-ft. of torque with 6.7-liter Cummins
- Power – Best-in-class 410 horsepower and 429 lb.-ft. of torque with 6.4-liter HEMI® V-8
- Capacity – Gross Combined Weight Rating (GCWR) of 37,600 pounds with Ram 3500 BIC

Ram 2500 and 3500 Heavy Duty trucks also add new innovation, including an all-new five-link coil suspension with optional air suspension on Ram 2500, and a supplemental air bag suspension option on Ram 3500.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>