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## **FCA Canada Named Only Domestic Manufacturer to Win Two 2015 Canadian Black Book 'Best Retained Value Awards'**

FCA Canada is the Only Domestic Manufacturer to Win With Two or More Vehicles for the Last Five Years

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Fifth year that the Jeep® Wrangler has won Compact SUV Category
- Fourth straight year Canadian-built Dodge Challenger has won Sports Car Category
- Dodge Durango, Ram Cargo Van and Canadian-built Dodge Charger and Chrysler 300 were all runner-ups in their respective categories

February 11, 2015, Toronto - FCA Canada has been named the only domestic manufacturer to win two 2015 Canadian Black Book (CBB) "Best Retained Value Awards." The special announcement came today on the eve of the official media day for the 2015 Canadian International AutoShow in Toronto, Ontario.

For the fifth year in a row, the iconic Jeep® Wrangler took top spot in the Compact SUV Category and for the fourth year in a row, the Brampton, Ontario-built Dodge Challenger took top honours in the Sports Car Category.

What's more, with these 2015 Canadian Black Book "Best Retained Value Awards," FCA Canada is again the only domestic manufacturer to have had two or more vehicles win – a spot it's held for the last five years.

The Canadian Black Book "Best Retained Value Awards" are handed out in 20 categories annually. The hardware is awarded to those vehicles that retained the greatest percentage of their original MSRP over the past four years (since 2011). CBB's awards program – now in its 10th year – guides consumers who are looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

"Having two vehicles recognized by Canadian Black Book for top honours in the 'Best Retained Value Awards' is something we're very proud of," said William Levasseur, Senior Manager, Canadian Retail/Fleet Market Incentives, FCA Canada. "From our global engineering and R&D, to our production facilities' rigorous implementation of World-Class Manufacturing principals, we take great pride in these two iconic vehicles and the recognition for outstanding value that they deliver to Canadians."

"The awards speak for themselves," said Kathy Ward, CEO, Canadian Black Book. "FCA Canada's success in the Canadian Black Book Best Retained Value Awards gives consumers continued confidence, knowing these models will hold their value well over time"

Dodge Durango, Ram Cargo Van and the Canadian-built Dodge Charger and Chrysler 300 were also noted as runner-ups in their respective categories for the 2015 Canadian Black Book "Best Retained Value Awards."

### **About 2015 Jeep Wrangler**

The iconic Jeep Wrangler is the most capable and recognized vehicle in the world. Wrangler's signature features include: round headlamps, a seven-slot grille, trapezoid wheel flares, removable doors, exposed hinges, a fold-down windshield and innovative, removable hard and soft tops. With room for five adults, the Jeep Wrangler Unlimited model remains the only four-door 4x4 open air vehicle on the market. Jeep Wrangler's interior combines rich styling, versatility, comfort and intuitive features. Highlights include available automatic temperature controls, heated premium leather seats, steering wheel controls for vehicle systems and a USB port for the media centre.

Wrangler is powered by an award-winning 285 horsepower 3.6-litre Pentastar™ V6 engine and offers a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few a six-speed manual transmission in the mid-size SUV segment – in addition to its five-speed automatic transmission. New features for 2015 include a standard Torx Tool Kit, for easy removal of the doors and hard top, a new standard eight speaker audio system with improved sound bar and an optional Premium Alpine Audio Package.

### **About 2015 Dodge Challenger**

The Dodge brand is putting all car enthusiasts on notice with its new 2015 Dodge Challenger lineup. It delivers more performance, precision, a styling, an all-new interior and world-class technology, including the segment's first TorqueFlite eight-speed transmission - plus the most powerful muscle car ever, the new supercharged, 707 horsepower Challenger SRT Hellcat model - all proudly Canadian-built at the Brampton Assembly Plant.

The 2015 Dodge Challenger offers an range of powertrains from the powerful and efficient 305 horsepower 3.6-litre Pentastar V6 and the 375 horsepower 5.7-litre HEMI® V8, to the SRT-designed 6.4-litre HEMI V8 and of course - for those who want nothing less than the ultimate in performance - the all-new 707 horsepower 6.2-liter HEMI Hellcat engine. Challenger also offers an unmatched array of personalization options, including a wide range of colours, stripes and wheels – 12 wheel designs to select from – to create the perfect combination of fun, nostalgia, and power in one car. Dodge Challenger is more than a legendary icon, it's an attainable dream car.

### **About Canadian Black Book**

For more than 50 years, Canadian Black Book has been the trusted and unbiased Canadian automotive industry source for vehicle values. The company's print and online reports are considered 'The Authority' for vehicle values not only by car dealers, but also the lending, leasing, financing and insurance sectors.

For the past five years, consumers have also benefitted from the same expert insight. In 2010, Canadian Black Book introduced their consumer website that includes free online tools for calculating a vehicle's Trade-in Value, Future Value and the Average Asking Price. Canadianblackbook.com is a distinctly Canadian resource for car buyers and sellers.

### **Canadian Black Book Best Retained Value Awards**

The Canadian Black Book Best Retained Value Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years. This is valuable information for the consumer, since depreciation is the largest expense associated with their cost of vehicle ownership. For 2015, the award program analyzed model year 2011 cars and trucks in 20 different categories.

### **FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 95th anniversary in 2020. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>