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## **Rocky Mountain Automotive Press Association Names 2015 Ram 1500 EcoDiesel 'Truck of the Year' and 2015 Chrysler 200 'Car of the Year'**

- Denver-based journalist organization announces the awards at the Charity Preview for the Denver Auto Show
- Winners are chosen from a field that includes every significant new car and truck introduced in the last year
- Each eligible vehicle is evaluated and voted on by the members of the Rocky Mountain Automotive Press
- The 2015 Ram 1500 EcoDiesel, America's most fuel-efficient pickup, earned a 29 mpg rating from the U.S. Environmental Protection Agency (EPA), the best highway-cycle test result ever achieved by a full-size, half-ton pickup
- 2015 Chrysler 200 provides families style, substance and value with four well-equipped models from which to choose, highway fuel economy ratings of up to 36 miles per gallon, 60 available advanced safety and security features and a starting U.S. Manufacturer's Suggested Retail Price of \$21,895

April 8, 2015, Auburn Hills, Mich. - The Rocky Mountain Automotive Press (RMAP) kicked off the Denver Auto Show by announcing the Ram 1500 EcoDiesel was named "Truck of the Year" and the 2015 Chrysler 200 captured its "Car of the Year" award.

2015 marks the ninth annual Rocky Mountain Vehicle of the Year awards. The goal is to recognize vehicles that are all-new or significantly revised for the 2015 model year. In order to be eligible for the award, vehicles must be in the Rocky Mountain regional press fleet and available for RMAP members to test.

RMAP represents automotive journalists from Colorado, Utah, Wyoming, New Mexico, and Arizona. RMAP's main goal is to promote an information exchange between automakers and journalists and to help consumers make informed decisions about their transportation needs.

### **Truck of the Year**

For RMAP's Truck of the Year award, the vehicle nominating committee considered a number of attributes including performance, fuel economy, value, and vehicle features to narrow down the field to three finalists. The Truck of the Year finalists for 2015 were the Chevrolet Silverado Heavy Duty, the GMC Canyon and the Ram 1500 EcoDiesel. After voting by the entire RMAP membership was tallied, the Ram 1500 EcoDiesel was voted the winner.

Ram 1500 — the most recognizable pickup on the road — delivers best-in-class fuel economy of 29 mpg with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The Ram 1500 delivers an outstanding combination of best-in-class fuel efficiency, unsurpassed torque and a surplus of towing capability.

Ram truck offers models designed for a wide range of buyers, including outdoorsmen, tradesmen, first-time buyers and ranchers. Laramie, Laramie Longhorn and Laramie Limited trims are designed to meet the high expectations of affluent pickup truck buyers looking to combine capability with sophistication. Featuring premium materials, such as full-leather seating, real wood interior components and modish design, Ram offers a refined luxury alternative uncommon in pickups.

### **Car of the Year**

For the Rocky Mountain Car of the Year award, the RMAP vehicle nominating committee considered performance,

fuel economy, value, and vehicle features to narrow down the field of eligible cars to three finalists. The finalists for 2015 were the Audi A3/S3, Chrysler 200 and Hyundai Genesis. After voting by the entire RMAP membership was complete, the Chrysler 200 sedan received the most votes and was named the winner.

The 2015 Chrysler 200 delivers drivers a beautiful exterior design – featuring the new “face” of the Chrysler brand – a thoughtful, exquisitely crafted interior and an exceptional driving experience, complements of a segment-first nine-speed automatic transmission. With the choice of two world-class engines, an innovative all-wheel-drive system, available sport mode and paddle shifters for an engaged driving experience, and highway fuel economy of up to 36 miles per gallon, the all-new Chrysler 200 makes the commute something drivers will look forward to.

For peace of mind when driving, the 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment, and state-of-the-art, easy-to-use technology that keeps drivers and passengers connected. With a starting U.S. Manufacturer’s Suggested Retail Price (MSRP) of just \$21,895 (excluding \$995 destination) the all-new 2015 Chrysler 200 is a sedan that customers will be proud to own, at a value they will appreciate.

The 2015 Chrysler 200 is designed, engineered and built, with pride, in Michigan.

### **About Ram Truck Brand**

Since its launch as a stand-alone division in 2009, the Ram Truck Brand has steadily emerged as an industry leader with one goal: to build the best pickup trucks and commercial vehicles in the industry.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2015 model year, Ram continues to beat the competition in the two most sought-after titles, fuel economy and towing capacity:

- Best-in-class fuel economy with exclusive EcoDiesel – 29 mpg with Ram 1500
- Best-in-class towing capability – 30,000 pounds with Ram 3500
- Best-in-class payload – 7,390 pounds with Ram 3500
- Best-in-class torque – 865 lb.-ft. with Ram 3500 equipped with Cummins

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

### **Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand’s first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand’s electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For

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