

## **Dodge Challenger, Charger and Fiat 500 Lead Segments in 2015 J.D. Power APEAL Study™**

- Dodge Charger leads Large Car segment for fifth consecutive year
- Dodge Challenger ranks highest in Midsize Sporty Car segment for fourth time in five years
- Fiat 500 leads City Car segment, second top three finish in four years
- Ram 1500, Chrysler 300 rank second and third in respective segments

July 22, 2015, Auburn Hills, Mich. - FCA US LLC vehicles led three segments in J.D. Power's 2015 U.S. Automotive Performance, Execution and Layout (APEAL) Study™. Dodge Challenger, Charger and Fiat 500 lead the Midsize Sporty Car, Large Car and City Car segments respectively.

The 2015 Ram 1500 and 2015 Chrysler 300 also performed well in the APEAL study, ranking second and third in the Large Light Duty Pickup and Large Car segments respectively. Chrysler 300 was updated for the 2015 model year and ranked highest among Large Cars in J.D. Power's 2015 U.S. IQS Study.

"We're proud to receive three APEAL awards in back-to-back years as customers continue to recognize that we're delivering exciting and appealing vehicles which meet their needs," said Matt Liddane, Vice President – Quality, FCA-North America. "An owner's positive experience with our vehicles, whether that's with a Dodge Challenger or a Fiat 500, is a true testament to our steadfast commitment to the highest level of quality across our vehicle lineup."

The APEAL Study, now in its 20<sup>th</sup> year, measures how gratifying a new vehicle is to own and drive, based on customer evaluations of 77 vehicle attributes of new 2015 model year vehicles. Customers are surveyed after 90 days of ownership at the same time as J.D. Power's Initial Quality Study (IQS). According to J.D. Power, the most appealing vehicles have greater owner loyalty, command higher transaction prices and spend less time on dealer lots before purchase.

Dodge Challenger was totally updated for the 2015 model year with a new standard eight-speed transmission, all-new interior, exterior updates and new safety technologies. Challenger achieved the highest IQS ranking among Midsize Sporty Cars for four out of the past five years as well as being named a segment leader in 2015 and 2014 J.D. Power U.S. Initial Quality (IQS) Study<sup>SM</sup>.

For 2015, Dodge Charger is significantly updated, featuring a standard across the lineup new state-of-the-art eight-speed automatic transmission and several new models, including the all-new Charger SRT Hellcat, SRT 392 and R/T Scat Pack models, all of which highlight the added performance to the new 2015 Dodge Charger lineup.

The Fiat 500 vehicle lineup was updated for the 2015 model year with the addition of an advanced instrument panel with a 7-inch high-definition TFT (Thin Film Transistor) cluster display, a redesigned center console and Bluetooth streaming audio capability. In addition to the interior enhancements across the Fiat 500 lineup, Fiat 500 Abarth, Abarth Cabrio and Turbo added a six-speed automatic transmission as an option for 2015.

### **About the 2015 Chrysler 300**

With roots that include the breakthrough 1955 and 2005 models, the new 2015 Chrysler 300 takes the nameplate's style and sophistication to new levels and highlights six decades of ambitious American ingenuity through iconic design proportions and inspired materials, world-class quality and craftsmanship, best-in-class 31 miles per gallon (mpg) highway fuel economy, plus class-exclusive innovations — including a state-of-the-art TorqueFlite eight-speed transmission now standard on every model, the segment's most advanced all-wheel drive (AWD) system, award-winning Uconnect Access services, all-new and segment-exclusive 7-inch full color driver information display (DID) and the newest generation Uconnect systems — putting boulevards and interstates on notice once again.

### **About the 2015 Dodge Challenger**

The Dodge and SRT brands now offer the most complete lineup of muscle cars in the market, including the new 2015 Dodge Challenger SXT with its standard powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 300 horsepower and an estimated 30 miles per gallon; the 2015 Dodge Challenger R/T with the high-torque 5.7-liter HEMI® now paired with the TorqueFlite eight-speed or six-speed manual transmission; and the all-new 6.4-liter HEMI Challenger Scat Pack that delivers 485 horsepower and 475 lb.-ft. of torque with the TorqueFlite eight-speed or six-speed manual. The new Dodge Challenger SRT 392 adds an exclusive wheel design, adaptive damping suspension and SRT Drive Modes to the same 6.4-liter naturally-aspirated HEMI powerplant while the Challenger SRT Hellcat with its 707 horsepower supercharged 6.2-liter HEMI V-8 engine is most powerful and fastest muscle car ever.

### **About the 2015 Dodge Charger**

As the most successful four-door fastback-styled muscle car on the market, the new, more aggressively restyled 2015 Dodge Charger remains in a class of its own, delivering even more performance, technology and refinement thanks to its TorqueFlite eight-speed automatic transmission now standard on every model – from the SE to the SXT, R/T, R/T Road & Track, R/T Scat Pack, SRT 392 and the SRT Hellcat. The 2015 Charger also offers a full range of fuel-efficient and powerful engine options, including the award-winning 3.6-liter V-6 Pentastar engine, which delivers up to 31 miles per gallon (mpg) on SE and SXT models; the legendary 370-horsepower 5.7-liter HEMI® V-8 on the R/T; the 6.4-liter HEMI V-8, which punches out a best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque in the SRT 392 and R/T Scat Pack models and the new 6.2-liter supercharged HEMI Hellcat V-8 engine. The Charger SRT Hellcat delivers ultimate performance with 707 horsepower, 650 lb.-ft. of torque, a top speed of 204 miles per hour, and a National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on street tires, making it the quickest, fastest and most powerful sedan in the world.

### **About 2015 Ram 1500**

The Ram 1500 offers an exclusive, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency – 29 mpg – 420 lb.-ft. of torque and up to 9,200 pounds of towing capability. Ram's half-ton entry also features a truckload of pioneering, fuel-saving systems, including 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.

### **About the 2015 Fiat 500**

Reminiscent of the original Cinquecento, the 2015 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 110 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine performance and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards.

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### **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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