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2015 Chrysler 200 Named Midwest Automotive Media Association's "Family Vehicle of the Year"

- 2015 Chrysler 200 mid-size sedan recognized by leading journalist association as the best family vehicle
- The Midwest Automotive Media Association (MAMA) developed the award to help consumers make a wise purchase decision when it is time to shop for a new family vehicle
- Award is voted on by 99 MAMA journalists
- 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 \$21,800

February 12, 2015, Chicago - The Midwest Automotive Media Association (MAMA) kicked off the Chicago Auto Show by announcing the 2015 Chrysler 200 captured its coveted "Family Vehicle of the Year" award.

MAMA is a nonprofit group of more than 200 automotive journalists and industry professionals who developed the award to help consumers make a wise purchase decision when it is time to shop for a family vehicle.

"We are delighted that the new Chrysler 200 has been chosen 'Family Vehicle of the Year' by the Midwest Automotive Media Association, whose members evaluate dozens of new vehicles throughout the year," said Al Gardner – President and CEO, Chrysler Brand – FCA US LLC. "The 2015 Chrysler 200 was developed to be the benchmark for mid-size sedans with a timeless, elegant design; clever functionality; a standard nine-speed automatic transmission; a class-leading available all-wheel-drive system; 60 safety and security features and a host of new technology drivers and passengers will value. It is a sedan that drivers will be proud to own, at a value they will appreciate."

To qualify for the award, vehicles must have four doors, have a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of less than \$50,000, appear at one of MAMA's two annual rallies and be new or significantly updated within one year of the 2014 Spring Rally, which took place last May. The MAMA spring and fall rallies feature up to 100 manufacturer's vehicles for journalists to drive and evaluate.

"We know how important it is, and how difficult it can be, to pick the right family car," said Patrick Olsen, MAMA President. "This award helps give consumers a chance to see the car that nearly a hundred automotive journalists –many with families themselves -- selected as the best choice for families in 2015."

A total of 99 journalists voted the 2015 Chrysler 200 the winner, awarding it 79 points. The second place vehicle finished with 73 points and the third place vehicle was awarded 68 points.

Simple elegance, an exhilarating driving experience, state-of-the-art, easy-to-use technology and beautifully crafted, the all-new 2015 Chrysler 200 charts a new course for mid-size sedan customers who have earned a little luxury in their life, but demand value for their money.

The 2015 Chrysler 200 debuts 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 \$21,800 (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. With a major investment of more than \$1 billion, the FCA US Sterling Heights (Mich.) Assembly Plant (SHAP), once slated for closure, sports an all-new paint shop using leading-edge technology, a new, fully robotic body shop and an upgraded assembly area, setting the stage for the world-class craftsmanship found in the all-new 200.

About the Midwest Automotive Media Association

Founded in 1991, the Midwest Automotive Media Association is comprised of more than 200 automotive journalists and public relations professionals. Though based in the Chicago area, MAMA welcomes members from all parts of the country. The primary purpose is to provide a forum for newsworthy people, major issues and new products in the auto industry.

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.

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