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## **FCA Canada Wins More 2018 Canadian Black Book 'Best Retained Value Awards' Than Any Other Domestic OEM**

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Jeep® Wrangler and Ontario-made Dodge Challenger continue to be multi-year award winners
- 2018 marks first 'Best Retained Value' wins for Ram ProMaster and Ram Cargo Van
- FCA Canada is only domestic manufacturer to win with two or more vehicles for eight consecutive years
- Valuable information for consumers, as depreciation is the largest expense of vehicle ownership

February 13, 2018, Windsor, Ontario - For 2018, FCA Canada has won more Canadian Black Book (CBB) 'Best Retained Value Awards' than any other domestic OEM.

The awards are handed out in 20 categories annually. They recognize vehicles that have retained the greatest percentage of their original MSRP over the past four years (since 2014). CBB's awards program – now in its 11th year – guides consumers who are looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

For the eighth year in a row, Jeep® Wrangler took top spot in the Compact Crossover/SUV category. Following closely, the Brampton, Ontario-made Dodge Challenger took top honours in the Sports Car category for the seventh time.

What's more, for the first time, two Ram brand models have earned Canadian Black Book 'Best Retained Value Awards': the Ram ProMaster, which saw its sales grow 65 percent in 2017, topped the Full-size Van category, while the formerly Windsor-made Ram Cargo Van was named top Compact Commercial Van.

"With Jeep Wrangler and Dodge Challenger being perennial Best Retained Value Award winners, we have come to expect FCA to be on our list," said Brad Rome, President, Canadian Black Book. "This year, with Ram Cargo Van and Ram ProMaster also winning their categories, FCA is leading the charge for domestic manufacturers. When you build vehicles Canadians want to drive, the results speak for themselves."

"To have three of our brands recognized - plus multi-year, repeat winners - in the Canadian Black Book 'Best Retained Value Awards' is a reflection of FCA's commitment to build high-quality, desirable vehicles," said Reid Bigland, President and CEO, FCA Canada. "We are proud to win more CBB awards than any other domestic manufacturer, recognition that is sure to help consumers who are looking to make smart vehicle purchasing decisions."

### **About Canadian Black Book**

For more than 55 years, Canadian Black Book has been the trusted and unbiased Canadian automotive industry source for vehicle values. Canadian Black Book tools and information are considered 'The Authority' for vehicle values not only by car dealers and manufacturers, but also the leasing, finance, insurance and wholesale sectors.

For the past eight years, consumers have also benefited 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 Values and Average Asking Price. [Canadianblackbook.com](http://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 extremely valuable information for the consumer, since depreciation is the largest expense of vehicle ownership. For 2018, the awards program analyzed model year 2014 cars and trucks in 20 categories.

**FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. 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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