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Chrysler Canada: All-new 2015 Chrysler 200 Makes Canadian Debut Alongside Four Other National Unveilings at 2014 Canadian International AutoShow

- All-new, game-changing contemporary sedan highlights five Canadian debuts from Chrysler Canada
- 2014 Dodge Challenger R/T Shaker, 2014 Dodge Dart Blacktop, 2014 Fiat 500c GQ Edition and 2014 Jeep® Wrangler Willys Wheeler Edition also revealed
- Debuts followed a keynote speech from Italian-Canadian Sergio Marchionne, Chairman and Chief Executive Officer, Chrysler Group LLC and Chief Executive Officer, Fiat S.p.A.

February 12, 2014, Windsor, Ontario - The all-new 2015 Chrysler 200 sedan was unveiled on Canadian soil for the first time today in Toronto. The game-changing, North American-designed and –built four-door was the headline debut amongst a quintet of exciting unveilings from Chrysler Canada, kicking off media day for the 2014 Canadian International AutoShow (CIAS).

The reveal of the 2015 Chrysler 200, along with a pair of debuts from Dodge, plus new models from Fiat and Jeep®, only intensified the buzz around the CIAS Chrysler Stand. Before the vehicles were officially introduced, Italian-Canadian Sergio Marchionne, Chairman and Chief Executive Officer, Chrysler Group LLC and Chief Executive Officer, Fiat S.p.A., captivated the gathered international media with a keynote speech to open the AutoShow.

2015 Chrysler 200

The all-new 2015 Chrysler 200 charts a new course for mid-size sedans, bring a noteworthy dose of understated elegance, craftsmanship and state-of-the-art technology to the segment, including firsts like a standard nine-speed automatic transmission and an available all-wheel-drive system which automatically disconnects from the rear axle to save fuel.

The new 200 is the first Chrysler Brand product to be built on the Compact U.S.-wide (CUS-wide) platform, which has roots under Italy's acclaimed Alfa Romeo Giulietta. Power will come from either a standard 2.4-litre MultiAir® Tigershark four-cylinder engine or the award-winning 3.6-litre Pentastar V-6 with a best-in-class 295 horsepower.

It will be built at Chrysler Group's Sterling Heights (Mich.) Assembly Plant (SHAP), which underwent a $1 billion investment to build the new world-class 200 sedan to exacting World Class Manufacturing principles.

"The all-new Chrysler 200 sedan is not only about setting an exciting and contemporary course for the Chrysler brand, but also putting the competition on alert with class-leading craftsmanship, state-of-the-art technology and exclusive features," said Reid Bigland, President and CEO, Chrysler Canada. "It, along with our four other Canadian debuts in Toronto today, showcases the breadth of first-class vehicles Chrysler Group offers Canadians today. It's new products like these, alongside the award-winning Ram trucks, Jeep Cherokee and Jeep Grand Cherokee, that will help us continue our upward momentum in 2014 and beyond"

2014 Dodge Challenger R/T Shaker

The 2014 Dodge Challenger R/T Shaker injects a fresh shot of heritage into this Canadian-built muscle car. Highlights include its signature, functional "Shaker" hood scoop, which directs cold air into the HEMI® V-8 engine, a standard Super Track Pak for inspired performance, unique Satin Black exterior cues, new 20-inch wheels and Shaker-specific interior upgrades.

2014 Dodge Dart Blacktop

Dodge is expanding its lineup of Blacktop packages to the 2014 Dodge Dart. With unique wheels, select exterior colours and Gloss Black accents, it brings a sporty, distinct look from the factory at a tremendous value. The Dart Blacktop package features the 184 horsepower 2.4-litre MultiAir® Tigershark engine, now standard on the 2014 Dart SXT and Limited models, with a unique calibration on the GT trim.

2014 Fiat 500c GQ Edition

The 2014 Fiat 500c GQ Edition continues the Italian brand's tradition of fashionable, limited-production lifestyle cars for discerning customers. Crafted in partnership with GQ magazine, a leader in men's style, the cabriolet incorporates a 1.4-litre MultiAir® Turbo engine, performance-minded exterior upgrades, unique, tailored colours and trims throughout and "GQ" badging.

2014 Jeep® Wrangler Willys Wheeler Edition

The 2014 Jeep Wrangler Willys Wheeler Edition salutes the rugged and functional capability of those first civilian Jeep offered to the post-war public in 1945. Along with special design cues, its off-road chops are upgraded via a Dana 44 rear axle with Trac-Lok, BF Goodrich KM Mud Terrain tires and a new Jeep Trail Rated Kit with a D-Ring, tow strap and gloves in a Jeep-branded bag.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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