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## **FCA Canada: 2015 Ram Heavy Duty Trucks Named Vincentric Best Truck Value in Canada; Dodge Challenger, All-New Jeep® Renegade and Jeep Wrangler Win Vincentric Best Value in Canada Awards for the First Time**

- Wins in Full-Size ¾-Ton and One-Ton Pickup truck classes have together earned Ram 2500 and 3500 the title of Vincentric Best Truck Value in Canada
- Recently launched all-new Jeep® Renegade wins Vincentric Best Value in Canada award for the first time, alongside inaugural wins for Dodge Challenger and Jeep Wrangler
- Value is determined using statistical analysis that incorporates the total cost of ownership of all vehicles for the 2015 model year along with the current market price of those vehicles

July 22, 2015, Windsor, Ontario - Five FCA Canada vehicles were honoured today with Vincentric awards for the exceptional value they offer Canadian consumers.

Ram 2500 won the Full-Size ¾-Ton Heavy Duty Pickup Vincentric Best Value in Canada award for the third consecutive year. It was joined by the Ram 3500, now a two-time winner of the Full-Size One-Ton Heavy Duty Pickup category.

The double win signifies that the 2015 Ram Heavy Duty truck lineup has been honoured as the Vincentric Best Truck Value in Canada.

In addition to the prestigious recognition for Ram Truck, the all-new Jeep® Renegade, iconic Jeep Wrangler and the Brampton, Ontario-built Dodge Challenger were also first-time winners in their respective vehicle categories (Subcompact, Compact/Mid-Size SUV, Sports Car).

U.S.-based Vincentric has more than a decade of experience in automotive industry data analysis. This is the fourth year of its Best Value in Canada awards. To pick its winners, Vincentric scrutinizes objective data on vehicles in each segment of the market, factoring in everything from the cost of insurance and repair, to fuel consumption, maintenance and depreciation.

“No matter what type of vehicle a Canadian consumer is looking to purchase, we know that value is fundamental to the buying decision,” said Reid Bigland, President and CEO, FCA Canada. “To have FCA vehicles as diverse as heavy duty pickups, a muscle car and two SUVs – including the all-new Jeep Renegade – recognized by the experts at Vincentric is a testament to buyers of the value built into all of our products.”

### **About Vincentric**

Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Vincentric data is used by organizations such as AOL, Cars.com, FCA and other OEMs as a means of providing automotive insight to their clientele. Vincentric, LLC was founded in 2004 and is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

### **About FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the

Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is 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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