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## **FCA Canada is the Only Domestic Manufacturer to Win Three 2016 Canadian Black Book 'Best Retained Value Awards'**

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Jeep® Wrangler, plus Ontario-built Dodge Charger and Dodge Challenger, claim awards
- FCA Canada is the only domestic manufacturer to win with two or more vehicles for the last six years
- Jeep Wrangler achieved highest retained value of any vehicle in history of awards; sixth year it has won Compact SUV category
- Fifth year Dodge Challenger has won Sports Car category
- Dodge Charger is first domestic vehicle to win Black Book's mainstream car categories
- Dodge Durango and Ram Cargo Van runner-ups in their respective categories

February 10, 2016, Windsor, Ontario - FCA Canada has been named the only domestic manufacturer to win a trio of 2016 Canadian Black Book (CBB) 'Best Retained Value Awards.' The special announcement came today, on the eve of the official media day for the 2016 Canadian International AutoShow in Toronto, Ontario.

The Canadian Black Book 'Best Retained Value Awards' are handed out in 20 categories annually. The hardware is awarded to vehicles that have retained the greatest percentage of their original MSRP over the past four years (since 2012). 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 sixth year in a row, the iconic Jeep® Wrangler took top spot in the Compact SUV category and for the fifth year in a row, the Brampton, Ontario-built Dodge Challenger took top honours in the Sports Car category. New to the winner's circle for 2016 is the Brampton-built Dodge Charger, which took the top spot in the Full-Size Car class.

"FCA's three wins each make a huge statement about just how far its brands have come in recent years," said Brad Rome, President, Canadian Black Book. "One, the Jeep Wrangler achieved the highest retained value of any vehicle in the history of our awards. Next, the Dodge Charger became the first-ever domestic vehicle to win in our mainstream car categories. And, what's more, the Dodge Challenger maintained its lock in the Sports Car class for the fifth consecutive year."

"For the past six years, FCA Canada has been the only domestic manufacturer to have two or more vehicles claim top spots in the Canadian Black Book 'Best Retained Value Awards,'" said William Levasseur, VP of Marketing, FCA Canada. "To have three on the podium for 2016 is something we're proud of. The company continues its efforts toward building top-quality vehicles that consumers want to drive. The 'Best Retained Value Award' on three FCA vehicles is a testament that we're delivering value that Canadian consumers demand."

Dodge Durango and Ram Cargo Van were also noted as runner-ups in their respective categories for the 2016 Canadian Black Book 'Best Retained Value Awards.'

### **About Dodge Challenger**

The Dodge brand's Challenger muscle car arsenal starts with 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 7.7 L/100 km highway fuel economy. At the top of the Challenger range - with its 707-horsepower supercharged 6.2-litre HEMI® V-8 engine – is Challenger SRT Hellcat, the most powerful and fastest muscle car

ever. All 2016 Dodge Challenger models are designed and engineered for world-class precision and outstanding performance and built at the Brampton (Ont.) Assembly plant.

#### **About Dodge Charger**

For 2016, the Dodge Charger lineup offers extensive performance-driven powertrains – the latest technology under the hood and behind the wheel – which builds on the brand's promise to deliver performance machines with world-class power, efficiency, technology, authentic materials and standout styling. The innovative TorqueFlite eight-speed automatic transmission is standard on every Dodge Charger model. Dodge Charger Hellcat delivers the ultimate performance with 707 horsepower and 650 lb.-ft. of torque, making it the quickest, fastest and most powerful sedan in the world. All Dodge Chargers are built at the Brampton (Ont.) Assembly plant.

#### **About Jeep Wrangler**

The icon of the Jeep brand, Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. It remains true to its heritage as the original fun-and-freedom machine. Wrangler features a recently updated new interior and available premium body-colour hardtop, along with the FCA US LLC 3.6-litre Pentastar V-6 engine that delivers fuel efficiency, power and on-road refinement. Wrangler Unlimited is the only four-door 4x4 convertible SUV on the market with room for five adult passengers and also features an available premium hardtop and the 3.6-litre Pentastar V-6.

#### **About Canadian Black Book**

For more than 50 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 six 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 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 2016, the awards program analyzed model year 2012 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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