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## **Dodge Challenger Earns 2016 TrueCar Pre-Owned Value Award**

- Dodge Challenger receives 2016 TrueCar Pre-Owned Value Award powered by ALG in "Sportscar" segment
- TrueCar Pre-Owned Value Awards recognize 2014 model-year vehicles sold in 2016 that are expected to retain the highest value over the next three years
- The Dodge and SRT brands offer the most complete lineup of muscle cars in the market today, ranging from the 305-horsepower Challenger SXT to the 707-horsepower Challenger Hellcat

March 22, 2016, Auburn Hills, Mich. - The Dodge Challenger is the winner of a 2016 TrueCar Pre-Owned Value Award in the "Sportscar" category.

Powered by ALG, the TrueCar Pre-Owned Value Awards recognize 2014 model-year vehicles across 27 segments that are selling in 2016 and are expected to retain the highest percent of their value over the next three years.

"The Dodge Challenger set its seventh consecutive all-time record sales year in 2015, which means sales have continued to increase every single year since it was re-introduced in 2009," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "This TrueCar Pre-Owned Value Award is a testament to the fact that those Challengers sold several years ago continue to deliver that visceral driving experience and pride of ownership that muscle car enthusiasts demand."

TrueCar Pre-Owned Value Award winners are determined through careful study of used vehicle performance and forecasted future value driven by brand outlook, product competitiveness and other key metrics. Brands eligible to receive an award must have vehicle entries in at least four different segments.

"By offering an exciting driving experience and more interior space versus its competitors, the Dodge Challenger appeals to a broad base of consumers," said Jim Nguyen, EVP of TrueCar and General Manager of ALG. "The Challenger's retro design combined with updated technology has not only been successful in the new car market, it's allowed the Challenger to maintain a strong presence in the used market, resulting in high resale values."

### **About the 2016 Dodge Challenger**

The Dodge and SRT brands offer the most complete lineup of muscle cars in the market, including the 2016 Dodge Challenger SXT with its standard powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 305 horsepower and an estimated 30 miles per gallon on the highway; the 2016 Dodge Challenger R/T with the high-torque 5.7-liter HEMI® paired with the TorqueFlite eight-speed or six-speed manual transmission; and the 6.4-liter HEMI Challenger R/T Scat Pack that delivers 485 horsepower and 475 lb.-ft. of torque (the most horsepower and torque available for less than \$40,000) with the TorqueFlite eight-speed or six-speed manual. The 2016 Dodge Challenger SRT 392 adds six-piston Brembo® front brakes, adaptive damping suspension and SRT Drive Modes to the same 6.4-liter naturally aspirated HEMI powerplant, while the Challenger SRT Hellcat with its 707-horsepower supercharged 6.2-liter HEMI V-8 engine is the most powerful and fastest muscle car ever.

### **About ALG**

Founded in 1964 and headquartered in Santa Monica, California, with an office in Toronto, ALG is an authority on automotive residual value projections in North America. By analyzing nearly 2,500 vehicle trims each year to assess residual value – which is mainly driven by used car inventory, brand strength, macroeconomic conditions, incentive spending and pricing – ALG provides auto industry and financial services clients with resale insights, forecasts and

consulting services about the future vehicle marketplace. ALG, owned by TrueCar, Inc., the negotiation-free car buying and selling platform, has been publishing residual values for all cars, trucks and SUVs in the U.S. for over 50 years and in Canada since 1981.

#### **About TrueCar**

TrueCar, Inc. (NASDAQ: TRUE) is a digital automotive marketplace that provides comprehensive pricing transparency about what other people paid for their cars and enables consumers to engage with TrueCar Certified Dealers who are committed to providing a superior purchase experience. TrueCar operates its own branded site and its nationwide network of more than 11,000 Certified Dealers also powers car-buying programs for some of the largest U.S. membership and service organizations, including USAA, AARP, American Express, AAA and Sam's Club. Over one-third of all new car buyers engage with the TrueCar network during their purchasing process. TrueCar is headquartered in Santa Monica, Calif., with offices in San Francisco and Austin, Texas. For more information, go to [www.truecar.com](http://www.truecar.com). Follow us on Facebook or Twitter.

#### **Dodge//SRT**

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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