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Jeep® Vehicles Earn Recognition at Diversity Volume Leadership Awards

January 16, 2019, Auburn Hills, Mich. - The Jeep® Cherokee and Jeep Compass captured key awards in recognition of their popularity with diverse customers during the 4th annual Diversity Volume Leadership Awards held in Detroit earlier this week.

The awards, sponsored by the National Association of Minority Automobile Dealers and IHS Markit, are presented annually to automobile brands that have the highest new vehicle registrations with multicultural consumers. More than 14 million personal new vehicle registrations were analyzed to identify which consumer groups are winning and driving sales with top global automotive brands.

"At FCA we continue to develop programs that promote diversity across all pillars of the organization," said Bashar Cholagh, Head of Dealer Network Diversity. "This focus allows us to celebrate and grow the diversity of our customer base through our dealer network, as well as brands and products. It's a tremendous honor to receive this acknowledgment from our diverse customer communities to lead in the industry for sales of our products among these consumers."

Awards Earned

- Jeep Cherokee – African American Consumers (highest year-over-year volume growth)
- Jeep Compass – Hispanic Consumers (highest year-over-year volume growth)
- Jeep Compass – Millennials Consumers (highest year-over-year volume growth)
- Jeep Compass – Women Consumers (highest year-over-year volume growth)

About The National Association of Minority Automobile Dealers

The National Association of Minority Automobile Dealers' (NAMAD) objective is to pursue the meaningful presence and participation of minority businesses and diverse employees across all aspects of the automotive economic sector, including:

- Increasing the number of minority-owned dealerships in communities across America
- Advocating workplace and supplier diversity in the automotive manufacturing environment
- Supporting minority engagement in the automotive retail sales and service sectors

We are committed to developing strategic relationships and advocating for the advancement of business policies and practices that ensure diversity and economic parity remain a priority in all aspects of the American automotive industry. NAMAD is a 501(c)(3) non-profit, tax-exempt organization headquartered in the Washington, D.C. area. For information on the National Association of Minority Automobile Dealers visit: www.namad.org

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Jeep Brand

Built on more than 80 years of legendary heritage, Jeep® is the authentic SUV brand that delivers legendary off-road capability, interior refinement, high-tech features and versatility to people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a broad portfolio of vehicles that continues to provide owners with a sense of safety and security to handle any journey with confidence. Jeep Wave, a premium owner loyalty and customer care program that is available to the entire Jeep 4x4 lineup, is filled with benefits and exclusive perks to deliver Jeep brand owners the utmost care and dedicated 24/7 support. The legendary Jeep brand's off-road capability is enhanced by a global electrification initiative that is transforming 4xe into the new 4x4. All Jeep brand vehicles in North America will offer an electrified variant by 2025.

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