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## **FCA Canada: Jeep® Wrangler and Jeep Renegade Win 2019 Canadian Black Book Best Retained Value Awards**

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Ninth year in a row that iconic Jeep® Wrangler has won in the Compact Crossover/SUV category
- In the inaugural year of the Sub-compact Crossover category, Jeep Renegade took top honours
- Overall, FCA products earned eight Top 3s in CBB's 2019 Best Retained Value Awards
- Valuable information for consumers, as depreciation is the largest expense of vehicle ownership
- FCA Canada is only domestic manufacturer to win CBB Best Retained Value Awards with two or more vehicles for a ninth consecutive year

February 11, 2019, Windsor, Ontario - A pair of models from the legendary Jeep® brand have earned 2019 Canadian Black Book Best Retained Value Awards.

For the ninth year in a row, the iconic Jeep Wrangler won in the Compact Crossover/SUV category, while the rugged Jeep Renegade took the top spot in the inaugural year of the Sub-compact Crossover category.

Handed out annually, the Canadian Black Book (CBB) Best Retained Value Awards recognize vehicles that have retained the greatest percentage of their original MSRP over the past four years (since 2015). CBB's awards program – now in its 12th 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 2019 CBB Best Retained Value Awards, three new categories were added to address changing consumer vehicle tastes, including one for Sub-compact Crossovers. The highly capable Jeep Renegade earned this freshman award. A global subcompact, Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, as well as fuel-efficient powertrains, including an all-new 1.3-litre turbocharged four-cylinder engine mated to a segment-first nine-speed automatic transmission. This combination contributes to outstanding on-road and off-road driving dynamics, world-class refinement and a host of innovative safety and advanced technology offerings.

Jeep Wrangler is the most capable SUV ever and exemplifies Jeep's legendary 4x4 capability. Completely redesigned just last year, it stays true to the original design while providing a fresh, modern take on a renowned profile. With multiple powertrain combinations, including an all-new turbocharged 2.0-litre engine with eTorque technology that features a mild-hybrid system, it is the most powerful and most fuel-efficient Wrangler ever with vastly improved on-road manners for everyday driving. It remains true to its heritage as the original open-air fun-and-freedom machine. A multitude of technology and safety features increases Wrangler's appeal and extends its reach to new customers.

"With two category wins and eight overall mentions for first, second or third place, FCA turned in a very strong performance this year for the Canadian Black Book Best Retained Value Awards," says Brad Rome, President, Canadian Black Book. "What's really exciting is the Jeep brand winning with the Wrangler in 'Compact Crossover/SUV' for the ninth straight year and the Renegade win in the all-new category 'Sub-compact Crossover' in the first year they were eligible."

"For a ninth consecutive year, FCA Canada is the only domestic manufacturer to win Canadian Black Book's Best

Retained Value Awards with two or more vehicles,” said Reid Bigland, President and CEO, FCA Canada. “To see Jeep vehicles achieve top marks in these awards is a testament to the brand’s overall commitment to capability, quality and desirability. Whether it’s one of our newer nameplates to the brand, Renegade, or the iconic Wrangler that we’ve built from the very beginning, this recognition will guide Canadians looking to make an informed vehicle purchase.”

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

For more than 55 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 10 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](http://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 2019, the awards program analyzed model year 2015 cars and trucks in 23 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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