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Four Dodge and Chrysler Vehicles Earn “Best 2013 Total Quality™” Honors

- Dodge Dart leads highly competitive small-car segment in Total Quality
- Chrysler Town & Country owners give it highest marks in minivan segment
- Dodge Durango score tops medium-SUV segment
- Chrysler 200 Convertible is best convertible under \$30,000

May 12, 2013, Auburn Hills, Mich. - Four Dodge and Chrysler vehicles earned “Best 2013 Total Quality™” honors in Strategic Vision’s annual Total Quality Index™ (TQI).

Dodge Dart, Dodge Durango, Chrysler Town & Country and Chrysler 200 Convertible ranked highest in their segments based on responses from owners of 2013 model-year vehicles in Strategic Vision’s quantitative study of 17,568 owners. Strategic Vision measures “Total Quality” by studying more than 440 variables that encompass positive and negative experiences, including reliability, driving excitement, emotional attachment, and overall sales and service satisfaction.

“In today’s competitive market, customers expect and deserve a highly reliable vehicle,” Doug Betts, Senior Vice President – Quality, Chrysler Group LLC, said. “This particular study recognizes that to excel in overall quality it’s important to also deliver well-crafted, exciting vehicles and ensure customer satisfaction after the sale. These honors show that customers appreciate the innovations in the all-new Dart as well as the ongoing improvements we’re making throughout our product lineup.”

“Dodge Dart’s leading in the small car segment is extraordinary when you consider how much focus, design and competitive engineering exists within this important segment,” explained Strategic Vision Vice President Christopher Chaney. The Dodge Dart’s results in the TQI index prove that customers respond when “you mix super exceptional versatility, motivating exterior styling, and a strong array of high quality performing components and concepts,” Chaney added.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar®, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group’s culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat’s complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group’s product lineup features some of the world’s most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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