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## **Dodge Earns Three J.D. Power APEAL Awards for Charger, Challenger, Dart**

- Dodge Charger leads Large Car segment for fourth consecutive year
- Challenger ranks highest in Sporty Car segment for third time in four years
- Dodge Dart leads highly competitive Compact Car segment
- Five additional Chrysler Group models rank among top three in their segments: Jeep® Cherokee, Jeep Grand Cherokee, Dodge Durango, Ram 2500/3500 and Fiat 500L

July 23, 2014, Auburn Hills, Mich. - The Dodge brand ranks highest in three segments in J.D. Power's 2014 U.S. Automotive Performance, Execution and Layout (APEAL) Study™. Dodge Charger, Challenger and Dart lead the Large Car, Midsize Sporty Car and Compact Car segments respectively.

In addition to the Dodge brand's three segment awards, five Chrysler Group models also ranked among the top three vehicles in their segments. Jeep® Cherokee ranked third in the Compact SUV segment; Jeep® Grand Cherokee and Dodge Durango ranked second and third in the Midsize SUV category; Fiat 500L ranked third in the Compact MPV segment; and the Ram 2500/3500 tied for second in the Large Heavy Duty Pickup segment.

"These three APEAL awards, based on customer feedback, are a great way to celebrate Dodge's 100 year anniversary and Chrysler Group's commitment to continually deliver exciting, high quality vehicles," said Doug Betts, Senior Vice President – Quality, Chrysler Group LLC. "A customer's positive experiences with good quality lead to greater satisfaction, loyalty and the likelihood an owner will recommend their vehicle to friends and family. Personal recommendations are the most powerful type."

The APEAL Study measures how gratifying a new vehicle is to own and drive, based on customer evaluations of 77 vehicle attributes of new 2014 model year vehicles. Customers are surveyed after 90 days of ownership at the same time as J.D. Power's Initial Quality Study (IQS). According to J.D. Power, the most appealing vehicles have greater owner loyalty, command higher transaction prices and spend less time on dealer lots before purchase.

### **About Dodge Charger**

Born to be different, the 2014 Dodge Charger is the world's only four-door muscle car: with iconic styling, available 300 Horsepower V-6 With Best-in-class 31 mpg Highway, best-in-class 370 horsepower HEMI V-8 engine with four-cylinder mode Fuel Saver Technology; world-class handling and refinement – plus America's first eight-speed automatic transmission with available paddle-shifters and sport mode. Dodge Charger has led the Large Car segment in J.D. Power's APEAL study for four consecutive years. In addition, award-winning premium interiors, the reassurance of an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick," and state-of-the-art connectivity features with available Uconnect 8.4-inch touchscreen system, make the 2014 Dodge Charger an incredible value.

### **About Dodge Challenger**

With record sales levels since the reintroduction of the Challenger in 2008, the Dodge brand's performance icon continues to deliver exactly what muscle car enthusiasts want – a powerful and efficient engine lineup, iconic muscle-car design with numerous personalization packages. Dodge Challenger has led the Midsize Sporty Car segment in J.D. Power's APEAL study in 2011, 2012 and 2014. Dodge Challenger combines world-class ride, refinement and braking performance with more power and a track-tuned suspension to deliver a thrilling driving experience. With its award-winning 3.6-liter Pentastar V-6 engine producing 305 horsepower and an impressive 25 mpg highway, the Dodge Challenger is the most powerful, refined and technologically advanced entry-level

Challenger ever. And now with the return of Scat Pack performance stage kits, plus the enthusiast-demanded Shaker performance hood with its HEMI® V-8 engine-mounted, fully floating scoop and exposed high-flow element for cold-air induction – the new 2014 Challenger R/T Shaker delivers up to 375 horsepower, performance and even more heritage-inspired style for the most hardcore Dodge enthusiasts. Coming this fall, Dodge is unleashing the Most Powerful and Fastest Muscle Car ever, along with the most capable and technologically advanced Challenger lineup ever, highlighted by the all-new 707 horsepower 2015 Dodge Challenger SRT Hellcat; the new R/T Scat Pack model with 485 best-in-class horsepower; and the new Challenger SXT models with nearly \$4,000 in added content over the 2014 model – including the segment-first standard TorqueFlite eight-speed automatic transmission and for added performance and up to 30 mpg on the highway.

#### **About Dodge Dart**

The 2014 Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots. It's crafted with high-quality materials and loaded with state-of-the-art technology and class-leading safety features. The Dart GT model builds on that foundation and offers attributes compact car buyers appreciate, such as a 2.4 liter engine with 184 horsepower, a sport-tuned suspension, available hyper black 18-inch aluminum wheels, along with class-exclusive features like an 8.4-inch Uconnect touchscreen media center and LED racetrack taillamps. The Dart provides drivers with the ultimate combination of power, efficiency, technology and style, all for a starting U.S. MSRP of just \$15,995.

#### **About FCA US LLC**

FCA US LLC is a North American automaker based in Auburn Hills, Michigan. It designs, manufactures, and sells or distributes vehicles under the Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo brands, as well as the SRT performance designation. The Company also distributes Mopar and Alfa Romeo parts and accessories. FCA US is building upon the historic foundations of Chrysler Corp., established in 1925 by industry visionary Walter P. Chrysler and Fabbrica Italiana Automobili Torino (F.I.A.T.), founded in Italy in 1899 by pioneering entrepreneurs, including Giovanni Agnelli. FCA US is a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. (NYSE: FCAU/ MTA: FCA).

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