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## Dodge, Fiat Models Receive J.D. Power APEAL Awards

- Dodge Charger ranks highest in the Large Car segment for third consecutive year
- Fiat 500 leads the City Car segment
- Ram Truck brand is the highest ranking non-premium brand in the industry
- Chrysler 300 ranks third in the Large Car segment

July 23, 2013, Auburn Hills, Mich. - The 2013 Dodge Charger and Fiat 500 lead their segments in J.D. Power's 2013 U.S. Automotive Performance, Execution and Layout (APEAL) Study™, while the Ram Truck brand ranks as the highest non-premium brand in the industry.

The APEAL Study measures how gratifying a new vehicle is to own and drive, based on customer evaluations of 77 vehicle attributes of new 2013 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.

"The vehicle characteristics measured in the APEAL study are just as relevant to owners' overall quality impressions as the issues identified in the IQS survey," Doug Betts, Senior Vice President - Quality, Chrysler Group LLC said. "A vehicle's subjective appeal is what really sets it apart from the competition and strengthens a customer's willingness to recommend their car or truck. We are constantly investing in product upgrades to improve all aspects of quality and customer satisfaction."

This is the third consecutive year the Dodge Charger has led its segment in the APEAL Study. The Chrysler 300 ranked third in the segment in the study.

The Fiat 500 led the City Car segment.

The Ram Truck brand was the highest ranking non-premium brand in the APEAL Study. Premium brands traditionally rank higher in the APEAL study and hold the top 10 rank position in this year's study.

### **About Dodge Charger: Iconic design with available 300 horsepower and best-in-class V-6 fuel economy of 31 mpg highway**

The Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interior, the reassurance of an IIHS Top Safety Pick and full-size spaciousness with the fuel efficiency of a mid-size car.

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, award-winning interior craftsmanship and refinement and state-of-the-art connectivity features with available Uconnect 8.4-inch touchscreen system, the new Dodge Charger proudly delivers premium, world-class sedan precision at an incredible value, starting at a U.S. MSRP of only \$25,995.

### **About Fiat 500: A small car that lives big**

The FIAT brand stands for discovery through passionate self-expression. It encourages people to be in charge of their lives, live confidently and celebrate the smallest of things with infectious excitement. That philosophy is embodied by the North American introduction of the iconic Fiat 500 or Cinquecento — a small car that lives big. Italian at heart and rooted in a rich heritage, the Fiat 500 is synonymous with modern, simple design blending form, function and a pride of ownership that is genuine.

Reminiscent of the original Cinquecento, the Fiat 500 and Fiat 500c (Cabrio) build on the vehicle's global popularity. Since its initial launch in 2007, more than 1,000,000 Fiat 500 vehicles have been sold in more than 100 countries around the world.

#### **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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