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## **Chrysler Group LLC Dominates the 21st Annual Texas Truck Rodeo Winning 15 of 24 Awards**

- All-new 2014 Jeep Cherokee wins Compact SUV of Texas, earning award in first head-to-head vehicle competition
- 2014 "Truck of Texas" awarded to Ram 1500 for second consecutive year
- Jeep Grand Cherokee wins "SUV of Texas" for the fourth consecutive year
- Dodge Durango awarded "Full-size SUV of Texas" for the second time in three years
- Ram Trucks and Jeep Brand SUVs sweep the competition, winning highest honors in every category entered

October 13, 2013, San Antonio, Texas - Once again, Ram Truck, Jeep® and Dodge brand vehicles have taken top honors at the annual Texas Auto Writers Association (TAWA) Texas Truck Rodeo.

More than 40 TAWA members cast their votes this weekend after a two-day competition involving on- and off-road vehicle evaluations. While capability is an important element considered by the auto group, the organization also pays close attention to design, utility, value and technology.

"The Ram, Jeep and Dodge brands from Chrysler Group clearly impressed our TAWA members at this year's event, said Michael Marrs, TAWA president. "There's no doubt that innovative powertrains, impressive designs and new technologies are paying off for these brands." A total of 63 pickups, SUVs and crossover vehicles were entered in this year's rodeo.

Chrysler Group vehicles receiving awards at the 21st annual TAWA Texas Truck Rodeo were:

- Truck of Texas: 2014 Ram 1500
- SUV of Texas: 2014 Jeep Grand Cherokee
- Full-size Truck of Texas: 2014 Ram 1500
- Heavy Duty Truck of Texas: 2014 Ram 2500
- Luxury Truck of Texas: 2014 Ram 1500
- Commercial Vehicle of Texas: 2014 Ram ProMaster
- Truck Line of Texas: Ram Trucks
- Compact SUV of Texas: 2014 Jeep Cherokee
- Full-size SUV of Texas: 2014 Dodge Durango
- Mid-Size SUV of Texas: 2014 Jeep Grand Cherokee
- Luxury Mid-size SUV of Texas: 2014 Jeep Grand Cherokee Summit
- Off-road Utility Vehicle of Texas: 2014 Jeep Wrangler
- Best Powertrain: Jeep/Ram 3.0L EcoDiesel
- Best Connectivity: Chrysler Group UConnect
- Best Technology: Ram 2500 five-link coil rear suspension

### **2014 Ram 1500**

Ram 1500 - the most recognizable pickup on the road - delivers best-in-class fuel economy of 18 MPG city and 25 MPG highway with a truckload of pioneering, fuel-saving systems including a fuel efficient and powerful 3.6-liter V-6

engine and first-in-segment technologies: TorqueFlite eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. For 2014, the Ram 1500 offers a new, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency - greater than 25 mile per gallon (mpg) - unsurpassed torque and up to 9,200 pounds of towing capability.

### **2014 Ram 2500 and 3500 Heavy Duty**

Ram Truck brand offers the most capable heavy-duty pickups in the segment - the 2014 Ram Heavy Duty line features a list of best-in-class titles in the segments number one purchase reason, capability:

- Towing - Up to 30,000 pounds with Ram 3500
- Towing - Up to 17,970 pounds with Ram 2500
- Payload - Up to 7,320 pounds with Ram 3500
- Power - 850 lb.-ft. of torque with 6.7-liter Cummins
- Power - 410 horsepower and 429 lb.-ft. of torque with all-new 6.4-liter HEMI® V-8
- Capacity - Gross Combined Weight Rating (GCWR) of 37,600 pounds with Ram 3500

Ram 2500 and 3500 Heavy Duty trucks also add new innovation, including an all-new, 5-link coil suspension with optional air suspension on Ram 2500 and a supplemental air bag suspension option on Ram 3500.

### **2014 Ram ProMaster**

The new 2014 Ram ProMaster is Ram Commercial's latest addition to its popular commercial vehicle lineup. ProMaster takes its place in the expanding, purpose-built, full-size van segment with a number of segment-leading features focused on the commercial customer. Coming from a strong background of commercial vehicles produced by Fiat Professional, the ProMaster is based on the Fiat Ducato, which has been in production for more than 30 years. Best-in-class fuel efficiency, cargo capacity, usability, and, of course, total cost of ownership all combine to deliver a proven solution for businesses and fleets.

### **2014 Jeep Grand Cherokee**

Jeep Grand Cherokee completely redefines the premium SUV, delivering an unprecedented combination of best-in-class fuel economy and driving range, available clean-diesel technology, legendary benchmark capability, world-class craftsmanship, and a host of advanced user-friendly technology and safety features.

For 2014, Grand Cherokee offers a new EcoDiesel engine with best-in-class 30 mpg highway and an unmatched driving range of more than 730 miles. A new eight-speed transmission drives all Grand Cherokee engines, including the 3.6-liter Pentastar V-6 - achieving up to 25 mpg and more than 600 miles driving range - and the 5.7-liter V-8, now achieving up to 22 mpg.

Legendary Jeep capability comes courtesy of three 4x4 systems, Jeep's Quadra-Lift air suspension, Selec-Terrain traction management and an improved crawl ratio of 44.1:1.

A refined exterior design - complete with signature LED running lamps - provides a premium appearance. Premium interior amenities include Natura leather, exotic open-pore wood and new color offerings. The 2014 Jeep Grand Cherokee is available in four trim levels, including the new top-line Summit, with pricing starting at \$29,790.

### **2014 Jeep Cherokee**

There is a new king of the hill in the mid-size sport-utility vehicle (SUV) segment: the all-new 2014 Jeep Cherokee. The renowned Cherokee name returns to the Jeep vehicle lineup for the 2014 model year. The result - the all-new 2014 Jeep Cherokee completely redefines the mid-size SUV segment, delivering legendary Jeep 4x4 capability, a segment-first nine-speed automatic transmission, fuel economy improvements of more than 45 percent (versus the outgoing Liberty model), superior on-road ride and handling, a modern, revolutionary design, world-class craftsmanship, class-exclusive technology and more than 70 advanced safety and security features. The Jeep Cherokee is set to delight consumers both on the road and on the trail.

Powered by two new engines, three innovative new 4x4 systems that feature the first use of a fully-automated disconnecting rear axle, the Jeep Cherokee revolutionizes the mid-size SUV segment. The Cherokee delivers leading-edge technology customers will value, world-class craftsmanship and clever features like the available 8.4-

inch touch screen media center, the seven-inch full color instrument cluster display, inventive storage solutions and cargo flexibility not found elsewhere in the segment with the Jeep Cargo Management system.

The all-new 2014 Jeep Cherokee is available in four different models in the United States: Cherokee Sport, Cherokee Latitude, Cherokee Limited and Cherokee Trailhawk, and has a starting U.S. Manufacturer's Suggested Retail Price of \$22,995 (excluding \$995 destination).

### **2014 Jeep Wrangler**

The iconic Jeep Wrangler - the most capable and recognized vehicle in the world - kicks off the new model year with new features such as a new Trail Kit featuring two D-rings, a tow strap, gloves and a bag to store the items. Clear park lamps and turn signal indicators replace the amber units, and Sport models can now be equipped with the Uconnect 6.5-inch touchscreen radio with hard drive storage and SiriusXM Radio. Sport models also have an available 32-inch Tire and Wheel Group featuring semi-gloss black 17-inch Rubicon aluminum wheels and BF Goodrich KM LT255/75R17 off-road tires.

Chrysler Group's 3.6-liter Pentastar V-6 engine - two-time winner of the prestigious Ward's 10 Best Engines award - delivers 285 horsepower and 260 lb.-ft. of torque and up to 21 miles per gallon. It is engineered to provide a broad torque band with a focus on low-end torque, an essential trait needed for extreme off-roading. Engineers also designed the oil sump to provide oil to the pump even at extreme vehicle angles, and the alternator was placed up high so Wrangler can maintain its water-fording capability.

The 2014 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offer a six-speed manual transmission - in addition to its five-speed automatic transmission.

Jeep Wrangler has always had a unique variety of colors to choose from, and 2014 is no different. New exterior colors include: Amp'd, Anvil, Copperhead, Flame Red, Granite Crystal and Hydro Blue (Freedom edition only). Billet Silver, Bright White, Black and Dune continue for 2014.

### **Dodge Durango: Best-in-class towing and driving range for the No Compromises SUV**

With a new standard eight-speed automatic transmission, improved fuel economy and performance, new LED exterior lighting, two new interior touchscreens, a new programmable instrument cluster and an available high-definition dual-screen Blu-ray entertainment system, the 2014 Dodge Durango reaches even higher levels of sophistication building on its proven performance, utility and comfort.

Named one of Ward's 10 Best Engines for three years, Durango's standard 3.6-liter Pentastar V-6 engine paired with the new standard eight-speed transmission and generates an impressive 290 horsepower (295 horsepower on Rallye and Citadel) and 260 lb.-ft. of torque, and can tow up to a best-in-class 6,200 pounds. The V-6 powered Durango also features a best-in-class driving range of over 600 miles on a tank and up to 25 miles per gallon.

The available 5.7-liter HEMI V-8 engine produces a best-in-class 360 horsepower and 390 lb.-ft. of torque with a best-in-class tow rating of 7,400 pounds. The 5.7-liter engine's Fuel Saver Technology with cylinder-deactivation allow the HEMI V-8 engine to achieve up to 23 miles per gallon.

The new instrument panel features a redesigned center stack that houses the new 5-inch and 8.4-inch Uconnect touchscreens. The bottom of the center stack houses a new media hub with an SD card slot, USB outlet and auxiliary jacks, as well as a storage bin. The new center console features a new segment-first rotary shifter for the standard eight-speed automatic that adds another level of refinement over the traditional gated automatic shifter. The instrument cluster has also been given the high-tech treatment and now includes a full-color 7-inch thin-film transistor (TFT) screen similar to the one found in the all-new Dodge Dart. Standard on all models, this screen allows for drivers to customize more than 100 ways how information is presented.

### **About Ram Truck Brand**

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a

family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

### **About Jeep Brand**

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

### **About Dodge Brand**

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building on the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s as it paves the road to its future. New for 2014, the Dodge Durango "is kind of a big deal," with a new eight-speed transmission that delivers up to 25 miles per gallon on the highway, a new 8.4-inch Uconnect Touch infotainment center and best-in-class power, towing and fuel economy, in addition to its class-exclusive technology. The new Durango joins the new 2014 Dodge Dart with its new 2.4-liter Tigershark engine, as well as the 2014 Avenger, Challenger, Charger, Journey and a 30th Anniversary Grand ! Caravan. This 2014 Dodge lineup includes five Insurance Institute for Highway Safety (IIHS) Top Safety picks and Top Safety Pick +, five vehicles with best-in-class power, seven vehicles that deliver 25 miles per gallon (mpg) or higher, three vehicles that deliver 31 mpg or higher and three vehicles that offer seating for seven.

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