

Seven Chrysler Group LLC Vehicles Named 'Most Loved Vehicles in America' by Strategic Vision

- The 2014 Dodge Dart, Dodge Durango, Dodge Charger, Dodge Challenger, Jeep® Grand Cherokee, Ram 1500 and Ram 2500/3500 have all been named the “Most Loved Vehicles in America” by Strategic Vision

February 13, 2014, Auburn Hills, Mich. - Strategic Vision has named seven Chrysler Group LLC vehicles as its “Most Loved Vehicles in America,” including:

- Dodge Dart (Small Car)
- Dodge Durango (Mid-size SUV)
- Dodge Charger (Large Car)
- Dodge Challenger (Specialty Coupe)
- Jeep® Grand Cherokee (Mid-size SUV)
- Ram 1500 (Full-size Pickup)
- Ram 2500 and 3500 (Heavy Duty Pickup)

Consumers were surveyed on whether they Hate or Love their vehicles, or particular aspects of the vehicle and the experiences they deliver. The best-of-the-best earned the titles of “Most Loved Vehicles in America,” reflecting how hard people can fall in love with what they drive.

“Having seven Chrysler Group vehicles named as ‘Most Loved Vehicles in America’ by Strategic Vision is a terrific honor,” said Reid Bigland, Head of U.S. Sales – Chrysler Group LLC. “It’s meaningful to have our customers express their satisfaction and emotional attachment they have with our vehicles; that is what drives us to create and develop vehicles that customers can continue to love.”

Scores are calculated using the reported Love score for each of the attributes delivered by the vehicle and the dealership experiences weighted by each vehicle’s outcome scores – commitment, overall satisfaction, total top emotional responses, proposed repurchase loyalty and actual repurchase loyalty – to provide a Most Loved Index™.

Each point, as measured on The Edwards Commitment Scale™, ranges from 1=Hate it, 2=a Failure, 3=Unsatisfactory, 4=Satisfactory, 5=Excellent, 6=Delightful and 7=Love it. Each point discriminates the quality and depth of the emotional response from the next.

“In our full-year automotive study, the winners both surprise and delight some pundits in the industry,” said Christopher Chaney, Executive Vice President for Strategic Vision. “Love creates vehicles that have a strong position in their markets and is ultimately expressed in being Loyal.”

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).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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