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2015 Jeep® Wrangler and Ram 1500 Receive Vincentric Best Value in America Awards

- For a fourth consecutive year, Jeep Wrangler captures a Vincentric Best Value in America award in Compact/Mid-size SUV segment
- 2015 Ram 1500 earns Vincentric Best Value in America award for Full-size 1/2-ton Pickup segment
- Awards honor vehicles with the best value in each vehicle segment

March 27, 2015, Auburn Hills, Mich. - Vincentric has named the 2015 Jeep® Wrangler and 2015 Ram 1500 winners of its 2015 Vincentric Best Value in America Awards.

For a fourth consecutive year, Jeep Wrangler has been named the winner of the Vincentric Best Value in America award for the Compact/Mid-size SUV segment, while the Ram 1500 received the Vincentric Best Value in America award for the Full-size 1/2-ton Pickup segment.

“The Ram 1500 and the Jeep Wrangler earned Vincentric Best Value in America awards by delivering best-in-class performances when we measured total cost of ownership and compared it to expected results for the competitors in each vehicle’s segment,” said David Wurster, Vincentric President. “Contributing to their success was that both vehicles had the lowest total cost of ownership over five years in their respective classes.”

The Vincentric Best Value in America awards are model-specific honors that determine the best value in each segment. Value is determined using a statistical analysis that incorporates the total cost of ownership of all vehicles for the 2015 model year along with the current market price of those vehicles.

About 2015 Jeep Wrangler

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – moves into 2015 with new features, such as a standard eight-speaker audio system and an improved sound bar, and an optional Premium Alpine Audio Package that includes nine Alpine speakers, a new subwoofer and a 552-watt amplifier.

The 2015 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 offers a six-speed manual transmission, in addition to its five-speed automatic transmission – all at a starting U.S. MSRP of \$22,795.

About Ram 1500

The Ram 1500 offers an exclusive, 3.0-liter EcoDiesel engine that delivers an outstanding combination of best-in-class fuel efficiency – 29 mpg – 420 lb.-ft. of torque and up to 9,200 pounds of towing capability. Ram’s half-ton entry also features a truckload of pioneering, fuel-saving systems, including 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.

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