

Contact: Rick Deneau

## **Chrysler Brand Wins 2016 Kelley Blue Book Brand Image Award**

March 22, 2016, Auburn Hills, Mich. - Today, Kelley Blue Book named Chrysler the "Best Car Styling Brand" as part of its 2016 Kelley Blue Book Brand Image Awards.

"When it comes to design at FCA, it isn't just a job; it's passion and creativity that our designers live and breathe every day," said Ralph Gilles, Head of Design, FCA - Global. "We are enjoying the process of redesigning and reimagining the brand quite literally from the inside out."

Chrysler brand vehicles include the all-new Chrysler [Pacifica,200,300](#) and [Town & Country](#).

"Receiving this award from Kelley Blue Book reaffirms the Chrysler brand's long reputation as a leader in design, performance and innovative technology, all at a great value," said Tim Kuniskis, Head of Passenger Car Brands - Dodge, SRT, Chrysler and FIAT, FCA - North America. "This award is an honor for Chrysler as it is based on consumer perceptions of our brand."

The 2016 Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of new-vehicle buyers. Brand Image Award winners are determined by evaluating annual new-car buyer perception data and award categories are calculated among luxury, non-luxury and truck shoppers.

According to the editors at Kelley Blue Book, "Chrysler won 2016 Best Car Styling Brand, driven by the 300."

### **About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2015 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for four consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

### **Chrysler Brand**

The Chrysler brand has delighted customers with distinctive designs, craftsmanship, and advanced innovation and technology since the company was founded in 1925. Chrysler continues to build on that nearly 100-year legacy of creating ingenious products and technologies for mainstream customers, moving forward on an electrified transformation that will launch the brand's first battery-electric vehicle in 2025 and an all-electric portfolio in 2028.

The Chrysler Pacifica continues to reinvent the minivan, a segment Chrysler created 40 years ago. The Chrysler Pacifica Plug-in Hybrid symbolizes the brand's electrification evolution, representing the first electrified minivan in the segment and achieving 82 MPGe, an all-electric range of 32 miles and a total range of 520 miles. Chrysler Pacifica delivers the most standard safety features and most advanced available all-wheel-drive system in its class and is also the most awarded minivan over the last seven years with more than 175 honors and industry accolades since its introduction as a minivan.

Chrysler is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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