

## **Four FCA US Vehicles, FIAT Win Quality Awards in Strategic Vision's 22<sup>nd</sup> Annual Total Quality Impact™**

- Jeep® Wrangler Unlimited named best-in-class Entry SUV for third year in a row
- Fiat 500 leads Micro Car segment in total quality for second consecutive year
- Dodge Challenger captures back-to-back wins for total quality in Specialty Coupe segment
- Jeep Grand Cherokee takes home first place in total quality among Mid-Size SUVs
- FIAT ties for title of industry's best brand for total quality under \$26,000

June 16, 2016, Auburn Hills, Mich. - Four FCA US LLC vehicles led their respective segments in total quality and the FIAT brand tied for first among automakers for the best brand with vehicles under \$26,000 in Strategic Vision's 22<sup>nd</sup> annual Total Quality Impact™ (TQI).

Four 2016 FCA US vehicles won their respective segments for total quality:

- Jeep® Wrangler Unlimited – Entry SUV
- Fiat 500 – Micro Car
- Dodge Challenger – Specialty Coupe
- Jeep Grand Cherokee – Mid-Size SUV

The Jeep Wrangler Unlimited won its segment for the third consecutive year while the Fiat 500 and Dodge Challenger both led their segments for the second year in a row.

TQI is based on responses from more than 39,000 owners of new 2016 model year vehicles. The quality study includes more than 155 specific aspects of the customer experience to form a unique and complete measure of the total ownership experience.

"We see time and again that for consumers, innovation does more to communicate quality than an absence of problems does," said Christopher Chaney, Senior Vice President – Strategic Vision. "Whether it comes in the form of breakthrough technology, re-engineering a vehicle or creating a new model, consumers feel the positive impact of bold new directions taken by manufacturers."

According to San Diego-based research firm Strategic Vision, the TQI score is a holistic measure that encompasses positive and negative product experiences. This includes reliability, actual problems, driving excitement and other measures that collectively are energized by the emotional response associated with the aggregate of all those experiences – hence Total Quality.

"The future of quality that is meaningful to buyers will reach beyond 'no squeaks and rattles' and reside in the successful deployment of engineering innovation and technology that is relevant, intuitive and impactful," Chaney said.

### **About the 2016 Jeep Wrangler Unlimited**

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – features a standard eight-speaker audio system and an improved sound bar, and an optional Premium Alpine Audio Package that includes nine Alpine speakers, a subwoofer and a 552-watt amplifier. 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 \$23,895.

#### **About the 2016 Fiat 500**

Reminiscent of the original Cinquecento, the 2016 Fiat 500 builds on the vehicle's global popularity. Since its initial launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 110 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine performance and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards.

#### **About the 2016 Dodge Challenger**

The Dodge and SRT brands offer the most complete lineup of muscle cars in the market, including the 2016 Dodge Challenger SXT with its standard powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 305 horsepower and an estimated 30 miles per gallon on the highway; the 2016 Dodge Challenger R/T with the high-torque 5.7-liter HEMI® paired with the TorqueFlite eight-speed or six-speed manual transmission; and the 6.4-liter HEMI Challenger R/T Scat Pack that delivers 485 horsepower and 475 lb.-ft. of torque (the most horsepower and torque available for less than \$40,000) with the TorqueFlite eight-speed or six-speed manual. The 2016 Dodge Challenger SRT 392 adds six-piston Brembo® front brakes, adaptive damping suspension and SRT Drive Modes to the same 6.4-liter naturally aspirated HEMI powerplant, while the Challenger SRT Hellcat with its 707-horsepower supercharged 6.2-liter HEMI V-8 engine is the most powerful and fastest muscle car ever.

#### **About the 2016 Jeep Grand Cherokee**

Jeep Grand Cherokee is the most awarded SUV ever and the vehicle that has long defined what a premium SUV should be. The Grand Cherokee Summit models receive added features, as well as a Summit California Edition appearance package that further enhances Summit's premium exterior aesthetics. A refined exterior design — complete with available bi-xenon headlamps with signature LED daytime running lamps (DRL) — provides a premium appearance. Interior luxury is achieved with premium amenities, including Natural leather, exotic open-pore wood trim and unique color offerings. Legendary Jeep capability comes courtesy of three available 4x4 systems, Jeep's Quadra-Lift air suspension system and class-leading Selec-Terrain traction management system. Grand Cherokee boasts best-in-class towing of 7,400 pounds, and a crawl ratio of 44.1:1. The Jeep Grand Cherokee is available in five trim levels: Laredo, Limited, Overland, Summit and SRT.

#### **About FIAT Brand**

The FIAT brand stands for discovery through passionate self-expression. That philosophy is embodied by the iconic Fiat 500 or Cinquecento – a small car that lives big. Italian at heart and rooted in a rich heritage, the 500 is sold in more than 100 countries and is synonymous with modern, simple design blending form, function, technology and a pride of ownership that is genuine. In North America, the Fiat 500 was introduced in March 2011 and was soon followed by the Fiat 500c (Cabrio), the high-performance Fiat 500 Abarth and Abarth Cabrio, the fully electric Fiat 500e, the five-passenger Fiat 500L and the all-wheel-drive 500X crossover. The FIAT brand continues to expand with the introduction of the Fiat 124 Spider, a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics. The all-new Fiat 124 Spider will arrive at FIAT studios in summer 2016.

#### **About Strategic Vision**

Strategic Vision is a research-based consultancy with over 35 years of experience in understanding the consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers. Its unique expertise is in using ValueCentered® Psychology to identify consumers' comprehensive, motivational hierarchies, which include the product attributes, personal benefits, value/emotions, and images that drive perceptions and behaviors. The newly enhanced Total Quality metric further incorporates the impact of problems with the vehicle as well as the drivers' analytical and emotional evaluations of quality. These aspects are inseparably connected and crucial to measuring the impact of quality on the overall new vehicle experience. For further information contact Alexander Edwards or Christopher Chaney at (858) 576-7141.

#### **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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