

## **FCA US Brings Latest Models, Award-winning Vehicles to the 2017 Dallas/Fort Worth Auto Show**

- Alfa Romeo display features stunning Alfa Romeo Giulia Ti model and Alfa Romeo 4C Coupe
- All-new 2017 Chrysler Pacifica minivan offers unprecedented functionality and style. Chrysler Pacifica Hybrid model offers unparalleled fuel economy
- Dodge//SRT shakes things up with an exciting lineup of performance vehicles, including the Charger SRT Hellcat - the quickest, fastest and most powerful sedan in the world
- FIAT brand display features head-turning, Italian-designed, fun-to-drive vehicles, including the all-new Fiat 124 Spider
- Jeep® display highlights all-new 2017 Jeep Compass with an unmatched combination of leading capability, fuel efficiency and on-road dynamics
- Ram Truck brand makes powerful statements with new 2017 Ram 1500 Lone Star Silver, 2017 Ram 1500 Night edition and 2017 Ram 2500 Power Wagon
- Ram brand debuts the new Heavy Haul Hill in the Ram Truck Territory Test Drive
- Drive FCA! returns: popular outdoor driving experience features the latest models from Chrysler, Dodge, Jeep, Ram and FIAT brands

March 21, 2017, Dallas - FCA US LLC will roll into the Dallas/Fort Worth (DFW) Auto Show this week, March 22, with a variety of displays and experiences featuring Chrysler, Dodge, Fiat, Jeep®, Ram and Alfa Romeo brand vehicles.

“We’ve got a great lineup featuring our newest vehicles at the DFW auto show this year, including the recently introduced Ram 1500 Lone Star Silver Edition, made just for Texans,” said Mike Dragojevic, Director of the Southwest Business Center, FCA US. “In fact, we’ve chosen this show as the debut venue for our new Heavy Haul Hill in the Ram Truck Territory indoor test track, which offers consumers a first-hand opportunity to experience the power and capability of the Ram Truck brand vehicles.”

### **Alfa Romeo Brand**

Headlining the Alfa Romeo display is the [2017 Alfa Romeo Giulia Ti](#) model, embodying Alfa Romeo's “La meccanica delle emozioni” (the mechanics of emotion) spirit, delivering race-inspired performance with a class-leading 280 horsepower, advanced technologies that include the available Q4 all-wheel-drive system, seductive Italian style and an exhilarating driving experience to the premium mid-size sedan segment. In addition, the handcrafted [2017 Alfa Romeo 4C Coupe](#) is on display, representing the purest form of “La meccanica delle emozioni,” with its race-inspired, mid-engine design and state-of-the-art, Formula 1-inspired carbon fiber monocoque chassis.

### **Chrysler Brand**

As the winner of the “[Family Car of Texas](#)” at the annual 2016 Texas Auto Roundup, a competitive car event hosted by the Texas Auto Writers Association (TAWA), the [2017 Chrysler Pacifica](#) reinvents the minivan segment with an unprecedented level of functionality, versatility, technology and bold styling. Re-engineered from the ground up on an all-new platform, the Pacifica delivers class-leading gasoline and hybrid powertrains to the minivan segment. With more than 100 available safety and security features, the all-new Uconnect Theater rear-seat entertainment system, tri-pane panoramic sunroof, and a full array of comfort, convenience and driver assistance technologies, the Chrysler Pacifica is a no-compromises minivan ideally suited for today's families. The [Pacifica Hybrid](#) takes this revolutionary vehicle a step further with its class-exclusive, innovative hybrid powertrain. It's the first electrified vehicle in the minivan segment and achieves 84 miles per gallon equivalent (MPGe) in electric-only mode and 33 miles of all-electric range.

## **Dodge Brand**

From muscle cars to minivans, crossovers to full-size SUVs, the Dodge brand's full lineup of 2017 models delivers best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centers and 7-inch customizable gauge clusters, to name a few. On display for showgoers will be the [Dodge Charger SRT Hellcat](#) with its supercharged, 707-horsepower, 6.2-liter HEMI® engine, which powers to a top speed of 204 mph, making it the quickest, fastest and most powerful sedan in the world; along with the Dodge Challenger, Durango and Journey.

## **FIAT Brand**

The FIAT brand display features head-turning, Italian-designed, fun-to-drive vehicles, including the all-new [Fiat 124 Spider](#), a revival of the iconic roadster that combines Italian style, performance and engaging driving dynamics. The display also features the iconic Fiat 500, which 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.

## **Jeep Brand**

The Jeep brand returns to the DFW Auto Show with award-winning SUVs and the newest member of the family — the all-new [2017 Jeep Compass](#). The Jeep Compass expands the brand's global reach with an unmatched combination of attributes, including legendary and leading 4x4 off-road capability, best-in-class advanced fuel-efficient powertrains up to 32 mpg highway. In addition to premium and authentic Jeep design, it features superior on-road driving dynamics, open-air freedom, and a host of over 70 innovative safety and advanced technology features. Showgoers will also enjoy a full lineup of vehicles with top designations from TAWA's [2016 Texas Truck Rodeo](#): Jeep Grand Cherokee, "Mid-Size SUV of Texas"; Jeep Cherokee, "Compact SUV of Texas"; Jeep Wrangler, "Off-Road Utility Vehicle of Texas"; and Jeep Renegade "Compact Crossover Utility Vehicle of Texas."

## **Ram Truck Brand**

Ram, Texas' longest-lasting truck, will pack its indoor display areas with a broad lineup of new-for-2017 models, features and trims. Truck enthusiasts will want to get a close-up look at the new [2017 Ram 1500 Night](#) package with its straight-from-the-factory customized look. Based on the Sport model, the Ram 1500 Night adds blacked-out features, including 20-inch aluminum wheels, grille and badging, to pump up the already bold visual presence of the Ram's monochromatic performance package. A crowd favorite, the [2017 Ram Power Wagon](#) receives all-new exterior and interior design elements to complement its unmatched off-road capabilities. Based on the Ram 2500 Heavy Duty 4x4 Crew Cab, the Power Wagon features a number of off-road-specific enhancements, including a unique suspension with more than 2 inches of lift, locking differentials and a 12,000-pound winch, giving this beast a significant advantage over all production pickups. The newest member of the Ram truck lineup, the [Ram 1500 Lone Star Silver](#), also will be on display. The Ram 1500 Lone Star Silver Edition features premium upgrades, including a new luxury grille with chrome surround and chrome Wave Mesh inserts, functional and aesthetic exterior highlights with new bright belt moldings, chrome exterior side-view mirrors, chrome wheel-to-wheel side steps, polished 20-inch wheels and front tow hooks, and unique grille-mounted, milled-aluminum Lone Star badge.

## **Ram Truck Territory Indoor Track Experience**

The Ram Truck brand is bringing its all-new Ram Truck Territory interactive ride experience to the DFW Auto Show for the first time, located in Hall F adjacent to Luxury Row. The 60,000-square-foot ultimate in-truck adventure demonstrates the power and capabilities of the Ram Truck brand vehicle lineup. Professional drivers navigate attendees through the interactive course in Ram 1500, 2500 and 3500 trucks. Key track features include a payload demonstration, where passengers experience the class-exclusive Active-Level four-corner air suspension found only on the Ram 1500, as well as a Heavy Haul Hill, which is the biggest showing of Ram towing capability yet. Riders will also feel the traction and experience hill descent technology on the all new Heavy Haul Hill, a 13-foot-high, 192-foot-long course element with a 35-degree steep grade, putting Ram trucks to the truest test of towing capability. Ram will put the best-in-class gas-powered torque and horsepower of the Ram 2500, featuring a 6.4-liter V-8 HEMI engine, to the test by lifting a wall weighing more than 4,000 pounds. The Ram Truck Territory experience includes a stability

demonstration on a “High Banked Wedge” structure taller than six feet and 70 feet in diameter with a 30-degree tilt. A series of steel culverts will showcase ride handling capability and suspension options.

#### **Drive FCA! Outdoor Ride and Drive**

The Drive FCA! ride-and-drive experience offers a low-pressure test drive opportunity for consumers and auto enthusiasts to get behind the wheel of renowned vehicles from FCA US, including Chrysler, Dodge, FIAT, Jeep and Ram brand vehicles.

#### **About the Dallas/Fort Worth Auto Show**

The DFW Auto Show is the ideal venue for consumers to compare prices and styling of more than 700 of the year’s newest cars, trucks and SUVs from virtually every manufacturer. Additional highlights of the show include an impressive ride-and-drive event, an aftermarket hall that offers a true automotive shopping experience, and a kids’ fun zone with activities for children of all ages. The show is open from 4 p.m. to 10 p.m. Central Standard Daylight Time Wednesday and Thursday, March 22 and 23; 10 a.m. to 10 p.m. Friday and Saturday, March 24 and 25; and 10 a.m. to 7 p.m. Sunday, March 26. Visit [DFWAutoShow.com](http://DFWAutoShow.com) for more details.

#### **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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