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FCA Canada: All-new 2018 Jeep® Wrangler Honoured as Best Value Compact SUV/Crossover in 2018 Vincentric Best Value in Canada Awards

- Vincentric Best Value Awards are determined using statistical analysis that incorporates the total cost of ownership of all 2018 model-year vehicles, along with the current market price of those vehicles
- All-new 2018 Jeep® Wrangler offers even more legendary Jeep 4x4 capability, a modern design that stays true to the original, advanced fuel-efficient powertrains, more open-air options, advanced technology and is loaded with safety features

June 5, 2018, Windsor, Ontario - The all-new 2018 Jeep® Wrangler has been recognized with a Vincentric Award for Best Value in the Compact SUV/Crossover category.

Unveiled late last year and in showrooms now, the all-new, award-winning 2018 Jeep Wrangler is the most capable and recognized vehicle in the world and builds on its legendary history with an unmatched combination of off-road capability, authentic Jeep design, open-air freedom, advanced fuel-efficient powertrains, superior on- and off-road dynamics, and a host of innovative safety and advanced technology features.

U.S.-based Vincentric has more than a decade of experience in automotive industry data analysis. This is the seventh year of its Best Value in Canada awards. To pick its winners, Vincentric scrutinizes objective data on vehicles in each segment of the market, factoring in everything from the cost of insurance and repair, to fuel consumption, maintenance and depreciation.

“Jeep Wrangler is the most capable and recognized vehicle in the world,” said Reid Bigland, President and CEO, FCA Canada. “This Vincentric award honouring it as the best value SUV in Canada further enhances its legendary reputation and appeal.”

Said David Wurster, Vincentric President: "The Vincentric Best Value in Canada awards identify the model that offers the best value of all competitors in its segment. This year, the all-new Jeep Wrangler JL was awarded the 2018 Vincentric Best Value in Canada award in the highly competitive Compact SUV/Crossover segment and earned the title by having ownership costs that were more than 10 percent lower than expected."

About Vincentric
Vincentric provides data, knowledge, and insight to the automotive industry by identifying and applying the many aspects of automotive value. Vincentric data is used by organizations such as AOL, Cars.com,FCA and other OEMs as a means of providing automotive insight to their clientele. Vincentric, LLC was founded in 2004 and is a privately held automotive data compilation and analysis firm headquartered in Bingham Farms, Michigan.

About Jeep Brand
Built on more than 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Renegade and Wrangler. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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