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Canada: Jeep® Wrangler Awarded 12th Straight Canadian Black Book 'Best Retained Value Award'

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Twelfth year in a row that iconic Jeep® Wrangler has won
- Stellantis vehicles achieved seven top-three placements in the 2021 Canadian Black Book (CBB) Best Retained Value Awards
- CBB serves as valuable information for consumers as depreciation is the largest expense of vehicle ownership

March 22, 2021, Windsor, Ontario - A global automotive icon and the most capable and recognized vehicle in the world, Jeep® Wrangler continues to resonate with consumers year after year, a fact proven out by its 12th straight Canadian Black Book (CBB) Best Retained Value Award announced today.

Distributed annually, the CBB Best Retained Value Awards recognize vehicles that have retained the greatest percentage of their original MSRP over the past four years (since 2017). CBB's awards program – now in its 14th year – guides consumers looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration. For 2021, the awards program analyzed cars and trucks in 23 categories.

What's more, 2021 Jeep Wrangler surpassed a new competitive set. With the majority of Wrangler models sold in Canada as the four-door model, CBB realigned it to the Mid-Size Crossover/SUV category from the Compact Sport Utility category, yet it retained its crown.

"Canadian Black Book would like to congratulate Stellantis for another Best Retained Value win for the Jeep Wrangler," said Yolanda Biswah, VP Sales at Canadian Black Book. "This vehicle is truly extraordinary in its ability to hold value, which is proven by its 12-year winning streak and the capacity to hold value well above the industry average."

"We're incredibly proud to again accept this award from Canadian Black Book for Best Retained Value," said David Buckingham, President and CEO, FCA Canada. "Jeep Wrangler resonates with consumers in both the new and pre-owned market like few other vehicles can, thanks to a unique combination of rugged good looks, unmatched capability and the offer of open-air freedom."

For 2021, Jeep brand has introduced the new Wrangler 4xe,marking the arrival of the most capable, technically advanced and eco-friendly Wrangler ever. The Wrangler 4xe's plug-in hybrid powertrain is capable of 35 kilometres of nearly silent, zero-emission electric-only propulsion, making it commuter friendly as an all-electric daily driver without range anxiety and the most capable and eco-friendly Jeep vehicle off-road – combined with the open-air freedom that only Jeep Wrangler offers.

Stellantis North America
Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its Dare Forward 2030,a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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