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Canada: Jeep® Wrangler and Dodge Challenger Named Winners in 2021 Canadian Black Book Best Retained Value Awards

- Twelfth year in a row that iconic Jeep® Wrangler has won Best Retained Value Award in SUV: Main Mid/Full category
- Canadian-made Dodge Challenger takes top spot in Sport Car: Main category - eighth-time winner since 2012
- Revamped awards program acknowledges vehicles that retain the highest percentage of their original MSRP after four years
- Canadian Black Book (CBB) Best Retained Value Awards serve as valuable information for consumers, as depreciation is the largest expense of vehicle ownership

November 8, 2021, Windsor, Ontario - Two Stellantis models have topped their respective segments once again in the 2021 Canadian Black Book Best Retained Value Awards. The iconic Jeep® Wrangler took top spot in the SUV: Main Mid/Full category for the 12th straight year, while the made-in-Canada Dodge Challenger muscle coupe returned to the top of the podium in the Sport Car: Main category.

The Canadian Black Book (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 guides consumers looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

"A vehicle purchase is an important decision for Canadian consumers, whether it is new or pre-owned. That's why we're proud to once again accept these awards from Canadian Black Book," said David Buckingham, president and CEO, FCA Canada. "Building vehicles with the technology, safety, performance and style that customers want means they stand out and remain desirable purchases, whether a go-anywhere 4x4 icon like Jeep Wrangler or our Brampton-built Dodge Challenger muscle car with up to 807 horsepower."

Revamped for November 2021, the Best Retained Value Awards have undergone a number of fundamental changes, including the vehicle categories, which have been reduced to 19 from 23, and the algorithm used to measure best retained value has been altered to take into consideration sales volumes.

"The two Stellantis CBB award wins are no surprise given the two iconic vehicles, the Jeep Wrangler and the Dodge Challenger. This is a testament to the popularity and quality of both those models. And we have to give a proper shout out to the Jeep Wrangler for its phenomenal run of 12 straight category victories - congratulations," said Yolanda Biswah, senior vice president and general manager at Canadian Black Book.

Jeep Wrangler

The 2021 calendar year has been a momentous period for the [Jeep Wrangler](#), the introduction of the first electrified Jeep in North America, the Wrangler 4xe, and the first V-8-powered Wrangler in almost 40 years, the Wrangler Rubicon 392. At the [2021 Chicago Auto Show](#), the Jeep brand introduced the Xtreme Recon Package for Wrangler Rubicon 3.6L eTorque and Wrangler Rubicon 392. Offering 35-inch tires straight from the factory, as well as a 1.5-inch factory suspension lift, the Xtreme Recon Package elevates Wrangler's off-road capability to best-in-class water fording and approach, break-over and departure angles.

Dodge Challenger

Built at the Brampton Assembly Plant, [Dodge Challenger](#) is the world's quickest, fastest and most powerful muscle

car. For the [2022 model year](#), the 807-horsepower Challenger SRT Super Stock continues as the halo of the Challenger lineup, outperforming the competition in the modern horsepower wars. From the most powerful and fastest muscle car – the SRT Super Stock – to 303-horsepower V-6 efficiency and class-exclusive all-wheel-drive capability on SXT and GT models, the Challenger meets the wants and needs of a wide range of Dodge performance enthusiasts.

Canadian Black Book

For 60 years, Canadian Black Book has been the trusted and unbiased Canadian automotive industry source for vehicle values. Today the company has grown into a leading data provider of vehicle valuations, residual value forecast solutions and VIN decoding. Canadian Black Book tools and information are considered 'The Authority' for vehicle values not only by car dealers and manufacturers, but also the leasing, finance, insurance and wholesale sectors. In 2020 Canadian Black Book is bringing to market its Enhance Vehicle Matching (EVM) solution, which will allow the industry to more consistently decode 17-digit VINs down to a specific trim package allowing a more precise vehicle valuation.

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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