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Chrysler Canada: Only Domestic Manufacturer to Win Two 2014 Canadian Black Book Best Retained Value Awards

- Jeep® Wrangler wins for fourth year in a row in the Compact SUV category
- Dodge Challenger wins for third year in a row in the Sports Car category
- Chrysler Canada is the only domestic manufacturer to have two or more vehicles win CBB Awards in the last four years

February 11, 2014, Toronto, Ontario - Canadian Black Book (CBB) announced its 2014 Best Retained Value Award winners today at the Canadian International AutoShow in Toronto. Chrysler Canada was the only North American manufacturer to win two awards.

For the fourth year in a row, the iconic Jeep® Wrangler took top spot in the Compact SUV category and for the third year in a row, the Canadian-built Dodge Challenger took top honours in the Sports Car category. What more, as of these 2014 CBB Awards, Chrysler Canada is also the only domestic manufacturer to have had two or more vehicles win in the last four years.

The Canadian Black Book Best Retained Value Awards are handed out in 19 categories annually. The hardware is awarded to those vehicles which retained the greatest percentage of their original MSRP over the past four years (since 2010). CBB's awards program – now in its 9th year – guides consumers who are looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

"We are proud to have two vehicles recognized once again this year by Canadian Black Book for top honours in the Best Retained Value Awards," said Dave Buckingham, Chief Operating Officer, Chrysler Canada Inc. "We take great pride in building reliable vehicles that are being recognized for the outstanding value they deliver to Canadians. What's more, being the only domestic automaker to have had two or more vehicles win these awards in the last four years reinforces the efforts we've made company-wide towards building top-quality vehicles."

"We congratulate Chrysler Canada on winning two 2014 Best Retained Value Awards, each of which make a strong statement about quality and consistency", says Kathy Ward, CEO, Canadian Black Book.

"Although it was CanadianBlackBook.com who proclaimed Chrysler the winner in these two categories, in effect, it's the Canadian car buyer who decides who wins our Best Retained Value awards," adds Ward.

2014 Jeep Wrangler

The iconic Jeep Wrangler is one of the most capable and recognized vehicles in the world. With more than seven decades of 4x4 engineering experience, it offers untouched levels of off-road capability, combined with on-road dynamics, fuel efficiency and interior comfort to make Jeep Wrangler the perfect vehicle for unmatched open air freedom on the daily drive or the weekend trail. It's powered by Chrysler Group's 3.6-litre Pentastar V-6 engine – a two-time winner of the prestigious Ward's 10 Best Engines award – and delivers 285 horsepower and 260 lb.-ft. of torque and is one of the few mid-size SUVs that offer a six-speed manual transmission - in addition to its five-speed automatic transmission.

2014 Dodge Challenger

Built in Brampton, Ontario, the Dodge brand's performance icon continues to deliver exactly what muscle car

enthusiasts want – a powerful and efficient engine lineup, plus iconic muscle-car design with numerous personalization packages. For 2014, the Dodge Challenger sees the return of “Scat Package” performance stage kits, plus the enthusiast-demanded ‘Shaker’ performance hood with its engine-mounted, fully floating scoop and exposed high-flow element for cold-air induction. The 2014 Dodge Challenger combines world-class ride, refinement and braking performance to deliver a thrilling driving experience. With its award-winning 3.6-litre Pentastar V-6 engine producing 305 horsepower, the Dodge Challenger is the most powerful, refined and technologically advanced entry-level Challenger ever. The Challenger R/T features a standard HEMI® V-8, delivers 375 horsepower and 410 lb.-ft. of torque.

About Canadian Black Book

For more than 50 years, Canadian Black Book has been the trusted and unbiased Canadian automotive industry source for vehicle values. The company’s print and online reports are considered ‘The Authority’ for vehicle values not only by car dealers, but also for the lending, leasing, financing and insurance sectors.

Consumers now can also benefit from the same expert insight. In 2010 Canadian Black Book introduced a web site for consumers that includes free online tools to calculate a vehicle’s Trade-in Value, Future Value and the Average Asking Price. Canadianblackbook.com is a distinctly Canadian resource for car buyers and sellers.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada’s product lineup features some of the world’s most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world’s leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler’s culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat’s complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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