

2015 Jeep Renegade and 2015 Fiat 500 Named to the '10 Coolest New Cars Under \$18,000' List by Kelley Blue Book's KBB.com

- All-new 2015 Jeep Renegade makes its debut on Kelley Blue Book's "10 Coolest New Cars Under \$18,000"
- Fiat 500 returns to Kelley Blue Book's "10 Coolest New Cars Under \$18,000" list for the fifth year in a row
- Delivering a unique combination of best-in-class off-road capability and open-air freedom, combined with the Jeep brand's heritage and fresh new styling, the 2015 Jeep Renegade starts out at an MSRP of \$17,995
- Beautiful Italian styling combined with functionality, efficient design and innovative technology have been hallmark attributes for the Fiat 500, which has a starting MSRP of \$16,745

May 18, 2015, Auburn Hills, Mich. - Kelley Blue Book's KBB.com (www.kbb.com) named the 2015 Jeep® Renegade and 2015 Fiat 500 as picks for this year's "10 Coolest New Cars Under \$18,000."

The all-new 2015 Jeep Renegade makes its debut on the "10 Coolest New Cars Under \$18,000" list. Kelley Blue Book's editors said of the Jeep Renegade: "We all know that the Jeep brand has a cool factor that distances it from most auto brands out there, and the new Jeep Renegade takes that and runs with it. Not only does it deliver a buffet of desirable Jeep attributes – unmistakable design, superior off-road credentials, intrinsic grittiness – but it delivers this in a package that is also sensible for everyday commuting. Renegade owners won't scale a mountain every day ... but they could."

This marks the fifth year in row that the Fiat 500 has earned a spot on Kelley Blue Book's "10 Coolest New Cars Under \$18,000" list.

Kelley Blue Book editors said of the 2015 Fiat 500: "The Fiat 500 was a consensus pick for our 10 Coolest New Cars Under \$18,000, because we think it offers more personality per dollar spent than any other vehicle on the American market. If a sophisticated European attitude is something that you'd like to express in your personal transportation, the Fiat 500 is all of that. Charmingly retro and aggressively modern at the same time, it is a poster child for cool."

<http://www.kbb.com/car-reviews-and-news/top-10/coolest-cars-under-18000-2015/>

About the 2015 Jeep Renegade

The all-new 2015 Jeep Renegade expands the brand's global vehicle lineup, entering the growing small-SUV segment, while staying true to the fun-and-freedom lifestyle Jeep is known for. Renegade delivers a unique combination of best-in-class off-road capability, open-air freedom and convenience, a segment-first nine-speed automatic transmission that contributes to outstanding on-road and off-road driving dynamics, world-class refinement, two fuel-efficient MultiAir engines, and a host of innovative safety and advanced technology offerings.

About the 2015 Fiat 500

Like the original Cinquecento, the 2015 Fiat 500 and 500c showcase the brand's ingenuity to build world-class small cars that ignite a spirit of the times through simple design, beautiful craftsmanship and timeless value. As a result, the Fiat 500 has continued to surprise and delight customers worldwide for more than 50 years.

More than 50 years later, and thanks to its stylistic and modern technological features, the modern Fiat 500 represents the spark of another milestone along the lasting process of expansion. And this is where its history started again.

Reminiscent of the original Cinquecento, the 2015 Fiat 500 builds on the vehicle's global popularity. Since its initial

launch in 2007, more than 1 million Fiat 500 vehicles have been sold in more than 110 countries around the world. The model's unquestionable popularity is the result of the Fiat 500's great ability to deliver unmatched personalization options with advanced solutions in terms of quality, engine performance and passenger comfort. In addition to success on the sales front, the Fiat 500 has earned more than 80 international awards.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides the most market-reflective values in the industry on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Fair Purchase Price, which reports what others are paying for new and used cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book's KBB.com ranked highest in its category for brand equity by the 2014 Harris Poll EquiTrend® study and has been named Online Auto Shopping Brand of the Year for three consecutive years. Kelley Blue Book Co., Inc. is a Cox Automotive company.

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).

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