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FCA Canada Is the Only Domestic Manufacturer to Win 2017 Canadian Black Book 'Best Retained Value Awards'

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Jeep® Wrangler, plus Ontario-built Dodge Challenger claim awards
- FCA Canada is only domestic manufacturer to win with two or more vehicles for seven consecutive years
- Jeep Wrangler broke its previous retained value record; seventh year it has won Compact SUV category
- Sixth year Dodge Challenger has won Sports Car category
- Ontario-made Dodge Charger and Ram Cargo Van were runner-ups in their respective categories

February 14, 2017, Windsor, Ontario - FCA Canada is the only domestic manufacturer to win 2017 Canadian Black Book (CBB) 'Best Retained Value Awards.'

The Canadian Black Book 'Best Retained Value Awards' are handed out in 20 categories annually. They recognize vehicles that have retained the greatest percentage of their original MSRP over four years (since 2013). CBB's awards program – now in its 10th year – guides consumers who are looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration.

For the seventh year in a row, Jeep® Wrangler took top spot in the Compact SUV category. Further, the iconic vehicle broke its previous retained value record – now at 82 per cent, up from 79 in 2016.

For the sixth year in a row, the Brampton, Ontario-built Dodge Challenger also took top honours in the Sports Car category.

"FCA continues to lead the way for retained value among domestic brands," said Brad Rome, President, Canadian Black Book. "The Challenger and Wrangler are perennially bringing home Canadian Black Book awards, which speaks to their overall desirability."

"These Canadian Black Book 'Best Retained Value Awards' are a testament to FCA's continuous efforts to build top-quality vehicles Canadians want to own," said Jason Francis, Head of Retail Sales Operations, FCA Canada. "We're especially proud that FCA remains the only domestic manufacturer to win with two or more vehicles for the last seven years."

Dodge Charger and Ram Cargo Van were also noted as runner-ups in their respective categories for the 2017 Canadian Black Book 'Best Retained Value Awards.'

About Dodge Challenger

The Dodge and SRT brands offer the most complete lineup of muscle cars in the market, including the 2017 Dodge Challenger SXT with its standard, powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 305 horsepower and fuel economy as efficient as 7.8 L/100km (36 mpg). On the top end of the lineup is the Challenger SRT Hellcat, with its 707-horsepower supercharged 6.2-litre HEMI® V-8 engine. It is the most powerful and fastest muscle car ever.

About Jeep Wrangler

The iconic 2017 Jeep Wrangler – the most capable and recognized vehicle in the world – delivers unmatched off-road

capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offer a six-speed manual transmission, in addition to its five-speed automatic.

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. 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.

For the past seven years, consumers have also benefited from the same expert insight. In 2010, Canadian Black Book introduced their consumer website that includes free online tools for calculating a vehicle's Trade-in Value, Future Values and Average Asking Price. Canadianblackbook.com is a distinctly Canadian resource for car buyers and sellers.

Canadian Black Book Best Retained Value Awards

The Canadian Black Book Best Retained Value Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years. This is extremely valuable information for the consumer, since depreciation is the largest expense of vehicle ownership. For 2017, the awards program analyzed model year 2013 cars and trucks in 20 categories.

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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