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## **Chrysler Group LLC Earns Three Polk Automotive Loyalty Awards For 2011**

- Chrysler Town & Country, Dodge Challenger, and Jeep Brand are winners
- Eleventh consecutive Automotive Loyalty Award for Town & Country
- Jeep Brand has most improved loyalty in the industry

January 10, 2012, Auburn Hills, Mich. - Chrysler Group LLC announced today that it received three Polk Automotive Loyalty Awards for the 2011 model year. The Chrysler Town & Country won the "Minivan" category for an eleventh consecutive time, the Dodge Challenger took the "Sports Car" segment for the second year in a row and the entire Jeep Brand took the "Most Improved Loyalty to Make" award.

"Achieving loyalty honors across the Chrysler, Dodge and Jeep brands is evidence of Chrysler Group's organizational commitment to both owner loyalty and product excellence," said Brad Smith, director of Polk's Loyalty Management Practice. "Consumers have many options when they return to market and it's clear that Chrysler Group is committed to retaining their owner base."

The awards recognize manufacturers for superior owner loyalty performance, which is determined when a household that owns a new vehicle returns to market and purchases or leases another new vehicle of the same model or make. The 2011 awards are based on an analysis of 5.5 million return-to-market events during the 2011 model year.

"We're very happy to accept these Loyalty Awards from Polk, especially considering that they're a direct reflection of customer satisfaction," said Doug Betts, Senior Vice President – Quality, Chrysler Group LLC. "We have gone to great lengths in recent years to improve our line-up with better performing, higher quality vehicles—and to take better care of our customers after the sale. These awards help validate those efforts."

### **Chrysler Town & Country**

The 2012 Chrysler Town & Country minivan builds upon the dramatic, and well received, changes made in the previous model year. Already imbued with innovative technology, unparalleled functionality, classic design, and a long list of standard convenience and safety features, enhancements in refinement make the 2012 Town & Country a true stand-out in the minivan segment.

Improvements for 2012 include standard leather seating and rear-seat DVD for all models, new Sapphire Blue interior lighting scheme and a combination leather and wood steering wheel for Limited models.

### **Dodge Challenger**

The 2012 Dodge Challenger delivers exactly what muscle car enthusiasts want — a powerful and efficient engine lineup, a performance suspension designed for maximum grip, and athletic head-turning styling — all executed with quality and precision.

The Dodge Challenger SXT model and Challenger SXT Plus package feature the lightweight, aluminum 3.6-liter Pentastar V-6 engine with 305 horsepower, responsive 268 lb.-ft. of torque and up to 27 mpg highway. With legendary 5.7-liter HEMI® V-8 engines under their hoods, the 2012 Challenger R/T model delivers up to 375 horsepower, 410 lb.-ft. of torque and 25 mpg highway. Dodge Challenger SRT8 tops the model range with its massive 470 horsepower and 470 lb.-ft. of torque from a 6.4-liter HEMI V-8 and an adjustable track-tuned suspension.

### **Jeep Brand**

Jeep brand sales increased 44 percent in 2011 – versus an industry increase of 11 percent – with each Jeep model up at least 30 percent for the year. Jeep Wrangler – new, more powerful and fuel efficient for 2012 – set seven

consecutive monthly sales records, and won several awards including two from leading enthusiast publications; the “4x4 Of the Year” from Petersen’s 4 Wheel & Off-Road and “Four Wheeler Of The year” from Four Wheeler magazine. Jeep’s redesigned Compass enjoyed a 200 percent sales increase, and sales of the Jeep Grand Cherokee – the most awarded SUV ever – increased 51 percent in 2011.

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

#### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group’s culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat’s complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group’s product lineup features some of the world’s most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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