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Four FCA US LLC Vehicles Named "Most Loved Vehicles in America" by Strategic Vision

- Dodge Charger and Durango "most loved" in their respective segments for third consecutive year
- Dodge Challenger captures Specialty Coupe segment
- Jeep® Wrangler Unlimited wins Entry SUV segment in 2016 "Most Loved Vehicles in America" survey by Strategic Vision

November 14, 2016, Auburn Hills, Mich. - Strategic Vision has named four FCA US LLC vehicles to its “Most Loved Vehicles in America” list:

- Dodge Challenger (Specialty coupe)
- Dodge Charger (Full-size car) – third consecutive year
- Dodge Durango (Mid-size SUV) – third consecutive year
- Jeep Wrangler Unlimited (Entry SUV)

“Challenger, Charger, Durango and Wrangler Unlimited are four vehicles that symbolize what drives customer love,” said Christopher Chaney, senior vice president – Strategic Vision. “As segment leaders, they are creating the strongest emotional experiences and giving owners the individuality and pride of top-performing new vehicles.”

Strategic Vision’s research shows that true advocacy and brand loyalty begin not when buyers are simply “satisfied, ” but when they truly love their experience. With this in mind, Strategic Vision has created the Customer Love Index (CLI). This metric continues the company’s rich tradition of cutting-edge research, and reveals in their most recent automotive research which vehicles are doing the best at creating love, and shows why they can be more successful than their competition.

Based on Strategic Vision's quantitative New Vehicle Experience Study (NVES) of more than 44,000 owners, the CLI results represent the Most Loved Vehicles in their segments as rated by new vehicle buyers.

About Dodge Challenger
The Dodge Challenger is the most powerful muscle car ever. The 2017 Dodge Challenger SXT, with its standard powerful and fuel-efficient Pentastar V-6 engine and TorqueFlite eight-speed transmission, delivers 305 horsepower and an estimated 30 miles per gallon (mpg) on the highway. The Dodge Challenger R/T with the high-torque 5.7-liter HEMI® paired with the TorqueFlite eight-speed or six-speed manual transmission delivers up to 375 horsepower. The 392 HEMI delivers 485 horsepower and 475 lb.-ft. of torque: the most horsepower and torque available for a U.S. Manufacturer’s Suggested Retail Price (MSRP) less than $40,000.

New for 2017, Dodge brings back the Challenger T/A to the naturally aspirated Dodge 5.7-liter and 392 HEMI lineup. Features include a new active exhaust system, wider wheels, performance tires, cold-air induction components, including new SRT Hellcat-inspired driver and passenger side “Air Catcher” headlamps featuring unique LED-illuminated T/A logos. Available hood pins are designed to highlight the Dodge brand’s cultivation of its storied performance history. The Dodge Challenger T/A 392 adds six-piston Brembo front brakes. The SRT 392 features adaptive damping suspension and SRT Drive Modes. The Challenger SRT Hellcat with its 707-horsepower supercharged 6.2-liter HEMI V-8 engine is the most powerful and fastest muscle car ever.

About Dodge Charger

The Dodge Charger is the world's only four-door muscle car. Its rear-wheel-drive architecture enables a model lineup highlighted by extensive performance-driven powertrains with the latest technology under the hood and behind the wheel – further building on the Dodge brand's promise to deliver American performance machines with world-class power, efficiency, technology, authentic materials and standout styling. New for 2017, Dodge builds on its heritage, introducing new Charger Daytona models designed to deliver more performance and heritage-inspired styling to the naturally aspirated Dodge 5.7-liter and 392 HEMI lineup.

The innovative TorqueFlite eight-speed automatic transmission is standard on every Dodge Charger model. New for 2017, Active Exhaust is now standard on all HEMI V-8 models. The Charger also offers a full range of fuel-efficient and powerful engine options. The award-winning 3.6-liter V-6 Pentastar engine delivers up to 30 miles per gallon (mpg) on SE and SXT models. The legendary 5.7-liter HEMI V-8 on the R/T and Daytona delivers 370 horsepower. The 6.4-liter HEMI V-8 punches out a best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque in the R/T Scat Pack, Daytona 392 and SRT 392 models. For ultimate performance, the 6.2-liter supercharged Charger SRT Hellcat delivers 707 horsepower, 650 lb.-ft. of torque, a top speed of 204 miles per hour (mph), National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on street tires and 0-60 mph in the high 3-second range, making it the quickest, fastest and most powerful sedan in the world.

About Dodge Durango

The 2017 Dodge Durango's combination of uncompromised utility, advanced technology, class-leading towing (7,400 lbs. with the HEMI V-8) and driving range, confident driving dynamics and aggressive styling make it the three-row Dodge Charger of the SUV segment. The Durango features Engine Stop-Start (ESS) technology, an emission-lowering and fuel-saving feature that is standard on models powered by the 3.6-liter Pentastar V-6 engine.

2017 Dodge Durango vehicles are available with an 8.4-inch Uconnect touchscreen radio and feature Drag and Drop menu bar, Siri Eyes Free, Do Not Disturb and SiriusXM Tune Start, a feature that starts songs from the beginning when switching between pre-set satellite radio channels. Additionally, Durango offers consumers more than 60 available safety and security features, including standard all-speed traction control and electronic stability control (ESC), which improve overall vehicle handling and performance both on- and off-road.

About Jeep Wrangler Unlimited

The iconic 2017 Jeep® Wrangler Unlimited – the most capable and recognized vehicle in the world – features a standard eight-speaker audio system and an optional Premium Alpine Audio Package that includes nine Alpine speakers, a subwoofer and a 552-watt amplifier. The 2017 Jeep Wrangler 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 Strategic Vision

Strategic Vision is a research-based consultancy with over 36 years of experience in understanding the consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including most automotive manufacturers. Its unique expertise is in identifying consumers' comprehensive, motivational hierarchies, including the product attributes, personal benefits, value/emotions and images that drive perceptions and behaviors, using ValueCentered® psychology. Strategic Vision also uses comprehensive algorithms and discriminating scales that measure customer love and go beyond typical outdated and ineffective satisfaction scales. ValueCentered® psychology and research methods were defined by Darrel Edwards, Ph.D. in 1968, and enhanced by co-founders J. Susan Johnson (1972) and Sharon Shedroff (1975). For further information, contact Alexander Edwards or Christopher Chaney at (858) 576-7141.

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).

FCA is an international automotive group listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato Telematico Azionario under the symbol “FCA.”

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