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FCA Canada: Jeep® Wrangler and Ram ProMaster Win 2020 Canadian Black Book Best Retained Value Awards

- Awards acknowledge vehicles that retain the highest percentage of their original MSRP after four years
- Tenth year in a row that iconic Jeep® Wrangler has won in the Compact Sport Utility category
- Ram ProMaster claimed 1-2-3 dominance in the Full-Size Van category
- FCA vehicles achieved 10 top-three placements in the 2020 CBB Best Retained Value Awards
- Valuable information for consumers as depreciation is the largest expense of vehicle ownership

February 10, 2020, Windsor, Ontario - The iconic [Jeep® Wrangler](#) and [Ram ProMaster](#) full-size vans are adding to their trophy cases today, with 2020 Canadian Black Book (CBB) Best Retained Value Awards.

For Jeep Wrangler, the 2020 award marks a decade of earning the “Best Retained Value” title in CBB’s Compact Sport Utility category.

Ram ProMaster, meanwhile, claimed 1-2-3 dominance in the Full-Size Van category, with top-three wins for the 3500, 2500 and 1500 models.

Handed out annually, the CBB Best Retained Value Awards recognize vehicles that have retained the greatest percentage of their original MSRP over the past four years (since 2016). CBB’s awards program – now in its 13th year – guides consumers looking for vehicles that hold their value best, thereby reducing the total cost of ownership, a critical purchasing consideration. For 2020, the awards program analyzed cars and trucks in 23 categories, plus three overall brand categories.

“It has been an impressive year for FCA in our Canadian Black Book Awards. The 10-year run of wins for the Wrangler is extraordinary as is the category dominance in Full-size Van with Ram vans placing first, second and third,” said Brian Murphy, Vice President, Research & Editorial, Canadian Black Book. “Canadian Black Book would like to congratulate FCA on a fine showing and an overall excellent lineup of vehicles.”

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – delivers unmatched off-road capability and is produced with more than seven decades of 4x4 engineering experience. Powertrain options include a 3.6-litre Pentastar V-6 with engine stop-start (ESS), 3.6-litre Pentastar V-6 with mild-hybrid eTorque technology and a 2.0-litre turbocharged inline four-cylinder engine with ESS. New for 2020 is a 3.0-litre EcoDiesel engine, delivering the best fuel economy (8.1 L/100 km (35 mpg) highway) and driving range ever in a Wrangler and an impressive 442 lb-ft of torque. Wrangler continues to offer body-on-frame design, front and rear five-link suspension system, solid axles, electronic lockers and is one of the few SUVs to offer a six-speed manual transmission in addition to its available eight-speed automatic.

The ProMaster is Ram Commercial’s entry for the Class 2 full-size van segment. The 2020 Ram ProMaster full-size van benefits from an exclusive front-wheel-drive system, reducing weight and complexity by locating all components beneath the cab. This keeps the cargo-load-floor height and step-in height very low, which is a great ergonomic feature for the person getting in and out of the van all day. It also helps in low-traction surfaces, like snow, since there is always weight on the front wheels to provide traction. The result is a purpose-built, highly customizable van designed to exceed the demands of commercial customers and upfitters.

“Whether it’s Jeep Wrangler that tackles the world’s toughest terrain or Ram ProMaster that makes hard-working Canadians’ jobs easier, capability and quality matter to consumers,” said Reid Bigland, President and CEO, FCA Canada. “CBB Best Retained Value Awards recognize these desirable traits and the role they play in a vehicle purchase decision. We’re proud to mark 10 years of awards for Wrangler and a 1-2-3 category sweep for ProMaster.”

Canadian Black Book

For more than 55 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 10 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.

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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