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FCA Canada Announces “Drive Forward” Initiative, Offering Incentives and Support to Consumers

- Under the “Drive Forward” initiative, starting today, April 1, special incentives include no payments for up to 120 days on all FCA 2019 and 2020 models and 24/7/365 Roadside Assistance Program
- Online retailing tools allow consumers to vehicle shop from the comfort of their own homes via the Chrysler, Dodge, Jeep®, Ram Truck and FIAT brand websites
- Thirty-second [Jeep](#) and [Ram](#) brand broadcast spots feature OneRepublic’s all-new track, just released to address the current climate, “Better Days;” 15-second individual spots to run online, as well as across Jeep and Ram brands’ respective social media channels
- FCA program of measures to support coronavirus-relief efforts to date includes 1 million face masks for first responders, 1 million meals for school children and technical support for personal protection equipment (PPE) providers

April 1, 2020, Windsor, Ontario - In an effort to alleviate shopping concerns and to chart a path for better days ahead, FCA Canada is launching its “Drive Forward” campaign. Starting today, April 1, Chrysler, Dodge, Jeep®, Ram Truck and FIAT brands will offer well-qualified buyers no payments for up to 120 days on all 2019 and 2020 FCA models and 24/7/365 Roadside Assistance Program.

“We are all one community and we can help during these unprecedented times,” said Olivier Francois, Chief Marketing Officer, FCA. “We want to both offer consumers support and assist them financially while we all work hand in hand toward better days. And we’ll continue to explore additional opportunities as a company to help as we all navigate our way through this difficult time together.”

“The band’s hope is that our new song, ‘Better Days,’ will bring comfort as we all stay home to combat the COVID-19 outbreak,” said OneRepublic’s Ryan Tedder.

“Drive Forward” FCA Online Shopping

In addition to pricing and payment deferral incentives, beginning today, April 1, FCA Canada is enhancing vehicle shopping capabilities for consumers, including interactive home pages updated to focus on online, shop-from-home tools that include credit applications, vehicle trade-in appraisals and real-time chat with FCA retailers, finding a specific piece of inventory on a preferred dealer’s lot and understanding different payment options – all from the comfort of their own homes.

For more incentive and pricing information, please visit [Chrysler.ca](#), [Jeep.ca](#), [Dodge.ca](#), [RamTruck.ca](#) and [fiatcanada.com](#).

“Drive Forward” Multimedia Campaign

In an effort to drive messaging to consumers regarding the “Drive Forward” initiative, the multimedia campaign will span across broadcast, CRM, and social and digital media channels. Thirty-second [Jeep](#) and [Ram](#) brand broadcast spots, in addition to 15-second individual social media spots on Jeep and Ram Truck brand social media channels, feature OneRepublic’s all-new track, “Better Days,” just released to address the current climate.

FCA Expands Efforts to Support Coronavirus Relief

In March, FCA announced that the company is in the process of converting its first plant to produce [1 million face masks](#) per month for donation to first responders and health care workers. More recently, the company expanded its support of coronavirus relief efforts, focusing on two principal areas: providing [1 million meals](#) to school children

across North America and support for a range of technical, logistical and manufacturing programs, such as face mask production.

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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