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## **Dodge and Ram Brands Honoured as Winners in 2024 Vincentric Best Value in Canada Awards**

- Ram named Best Value in Canada in the Truck Brand category in the 13th annual Vincentric Best Value in Canada Awards for the second consecutive year and fourth time overall
- 2024 Ram Heavy Duty earns double honours as Best Value in Canada in the Full-Size 3/4-ton Pickup segment (fifth time) and Full-Size 1-ton Pickup segment (fourth time) plus Lowest Cost to Own in Canada
- 2024 Dodge Durango named Lowest Cost to Own in Canada in the Large SUV segment
- Awards determine the best value in each segment using 5-year cost of ownership as the key metric

June 11, 2024, Windsor, Ontario - Dodge and Ram brand vehicles earned multiple honours in the 2024 Vincentric Best Value in Canada awards, announced today.

The awards were led by Ram, named Best Value in Canada in the Truck Brand category for the second consecutive year and fourth time overall, while Ram Heavy Duty trucks took home top honours in their respective vehicle segments:

- 2024 Ram 2500 – Best Value in Canada: Full-Size 3/4-ton Pickup segment – for the fifth time, more than any other vehicle in its class
- 2024 Ram 3500 – Best Value in Canada: Full-Size 1-ton Pickup segment – for the fourth time

As part of the awards process, Vincentric also identified three models as having the lowest total cost of ownership in their respective classes: 2024 Ram 2500 (Lowest Cost to Own in Canada: Full-Size 3/4-ton Pickup segment), 2024 Ram 3500 (Lowest Cost to Own in Canada: Full-Size 1-ton Pickup segment) and 2024 Dodge Durango (Lowest Cost to Own in Canada: Large SUV segment).

“Ram demonstrated the strength of its pickup truck lineup by winning the Best Value Truck brand award, plus half of the Truck category awards for this year,” said David Wurster, Vincentric president. “Not only do the Ram 2500 and 3500 pickups provide the best value to buyers, they also both had the lowest ownership costs in their class, making them an even better choice for Canadian consumers.”

Now in its 13th year, the annual Vincentric Best Value in Canada Awards determine the best value in each segment using a statistical analysis incorporating the market price and total cost of ownership of all 2024 model-year vehicles.

### **Dodge Durango**

The [Dodge Durango](#) continues to dominate its segment with proven performance and a combination of uncompromised utility, advanced technology, class-leading towing, confident driving dynamics and iconic styling, keyed by the most powerful SUV on the planet — the 2024 Dodge Durango SRT Hellcat. The 2024 Dodge Durango lineup offers a full menu of engine options and six distinct models: the SXT, GT, Citadel, R/T, 475-horsepower SRT 392 and 710-horsepower SRT Hellcat. The Durango continues to boast best-in-class towing capacity across its lineup. For the 2024 model year, the Durango continues to offer modern exterior styling and a driver-oriented cockpit. Five-times-faster Uconnect 5 is available on the 10.1-inch touchscreen which houses Dodge and SRT Performance Pages on select models.

Ranging from efficient V-6 power to the performance of the SRT Hellcat, there is an option for every modern muscle-car performance enthusiast with a family. With the ability to seat up to seven in its three rows of seats, the Durango maintains its claim of being a family-friendly SUV, one equipped with Dodge muscle car attitude and extremely capable with best-in-class towing leadership at every trim level.

### **Ram Heavy Duty**

The [Ram Heavy Duty](#) is the no-compromise benchmark for durability, extreme performance, comfort, luxury materials, innovation and technology extending well past any competitive offerings. The most powerful, most capable pickup in the segment offers a towing capacity of up to 16,823 kilograms (37,090 pounds) and a payload capacity of 3,483 kg (7,680 lbs.). Ram was the first to achieve the 1,000 lb.-ft. of torque milestone with the Cummins I-6 Turbo Diesel, now rated at 1,075 lb.-ft. of torque. Class-leading ride and handling is accomplished via a class-exclusive link-coil rear (2500) suspension system with optional rear air suspension (2500 and 3500). The Ram Heavy Duty relentlessly gives maximum effort with the segment's most capability, refinement and operator comfort features.

### **Stellantis North America**

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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