

Jeep® Wagoneer, Alfa Romeo Giulia Top Their Segments in J.D. Power U.S. APEAL Study, Ram Ranks Second Among Mass-market Brands

- Jeep® Wagoneer first in the study's large SUV segment
- Alfa Romeo Giulia tops among compact premium cars
- Alfa Romeo Tonale finishes third in compact premium SUV
- Ram marks fifth consecutive year as second-ranked mass-market brand
- Ram 1500 second among large light-duty pickups
- Ram 2500/3500 tie for second among heavy-duty pickups

July 25, 2024, Auburn Hills, Mich. - Stellantis continues its [string of strong showings](#) in the J.D. Power 2024 U.S. Automotive Performance, Execution and Layout (APEAL) Study with two segment wins, three podium finishes and continued dominance among truck brands.

Respondents in the 2024 study – all verified owners – rated [Jeep® Wagoneer](#) the most appealing large SUV, while the [Alfa Romeo Giulia](#) won the compact premium car segment. Giulia stablemate, the new [Alfa Romeo Tonale](#), placed third among compact premium SUVs.

Further, notable segment finishes by the [Ram 1500](#) and [Ram 2500/3500](#) propelled Ram to the second spot among mass-market brands for the fifth straight year.

“If you consider the broad range of vehicles that contributed to these results, it's clear that creativity is baked into our existence as a company,” said [Bill Kendell](#), senior vice-president of North America customer experience at Stellantis. “We know how to design and build engaging vehicles, so we're going to continue developing that knowledge in pursuit of products that are even more inspired.”

The J.D. Power U.S. APEAL Study measures customer feedback on current-model attributes – from exterior styling to fuel efficiency.

Ram's performance in APEAL benefits from the 1500's second-place finish among large light-duty pickups and the 2500/3500 models that tied for second among heavy-duty pickups. These results come hard on the heels of the brand's [historic finish](#) atop the J.D. Power 2024 U.S. Initial Quality Study.

Jeep Wagoneer's performance in APEAL complements its growing reputation for solid market value, as indicated in its [two-year streak](#) in the J.D. Power 2024 U.S. ALG Residual Value Awards.

And Alfa Romeo's showing – with one segment winner in Giulia and a podium-finisher in the new Tonale – further demonstrates a brand for which style and performance are foundational.

“We're grateful to J.D. Power for designing a study that recognizes attributes that enhance vehicle ownership from a personal perspective,” Kendell added.

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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