

Contact: Dianna Gutierrez

Eric Mayne

AutoPacific Names Chrysler Most Ideal Brand for 2011 Ideal Vehicle Awards

August 24, 2011, Auburn Hills, Mich. - The Chrysler brand has been named the Most Ideal Popular Brand in AutoPacific's 2011 Ideal Vehicle Awards based on owners' ratings of their 2011 cars and trucks.

Additionally, three Chrysler Group vehicles, Dodge Challenger, Jeep® Grand Cherokee and Chrysler Town & Country, were named Most Ideal Sports Car, Most Ideal Mid-size SUV and Most Ideal Minivan in their respective classes.

"It's an honor for the Chrysler brand to be recognized by AutoPacific," said Olivier Francois, President and Chief Executive Officer, Chrysler Brand. "Recognition by the customers who buy and evaluate our vehicles proves we take consumer input very seriously in all the vehicles we design and build at Chrysler."

The Ideal Vehicle Awards are based on owner ratings of 15 key attributes of their 2011 vehicles. Measures evaluated by customers include power and acceleration, ride and handling, interior roominess and cargo space. More than 72,000 vehicle owners were surveyed by AutoPacific and were asked if they would change characteristics of their vehicles.

Cars and trucks with the least amount of changes are recognized as most ideal.

"Ideal Vehicle Award winners deliver the most of what consumers are really looking for in their vehicles," said George Peterson, President of AutoPacific. "Shoppers can use the Ideal Vehicle Awards as a benchmark for vehicles that are designed and built with customers in mind."

Buyers of the 2011 Dodge Challenger, which took top honors as the Ideal Vehicle for Sporty Cars, won with owners liking its exterior size, cargo room and seat comfort. Challenger, equipped with a new Pentastar 3.6-liter V-6 engine that pushes out 305 horsepower, is a favorite among the sporty group, which lists power among the top attributes they want in sporty vehicles. For 2011, Challenger also includes a 5.7- or 6.4-liter HEMI® V-8 engine.

Jeep Grand Cherokee, also new for 2011, claimed top honors with owners complimenting the seat comfort, ride, exterior size and exterior styling. The newest Jeep Grand Cherokee features an all-new Quadra-Lift air suspension system and a new Selec-Terrain system, which enables the driver to choose the drive system that best matches on- or off-road driving conditions.

Chrysler Town & Country, the most Ideal Minivan in the study, benefitted in 2011 with a brand new interior, new powertrain with available all-wheel drive and more than 40 standard safety features, including ParkView rear back-up camera, Blind Spot Monitoring and Rear Cross Path detection. For passengers, Uconnect Web transforms the minivan into a hot spot for Internet access, making the Town & Country the ultimate family vehicle.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler, Dodge Challenger and Ram 1500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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