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2012 Ram 1500 and 2012 Jeep® Wrangler Win “Best for the Money” Accolades from U.S. News & World Report

January 11, 2012, Auburn Hills, Mich. - The 2012 Ram 1500 has been named U.S. News & World Report's “2012 Best Full-Size Pickup Truck for the Money” and the 2012 Jeep® Wrangler has been named the “2012 Best Off-Road SUV for the Money.” The Ram 1500 and Jeep Wrangler took top honors for outstanding value and availability of features buyers want.

“The Ram Truck brand is meeting the needs and expectations of our customers with the best trucks in the market,” said Fred Diaz, President and CEO of Ram Truck Brand and Chrysler de Mexico — Chrysler Group LLC. “U.S. News & World Report's 2012 Best Full-Size Pickup Truck for the Money award is a powerful, independent accolade, standing as an endorsement for the 2012 Ram 1500 and its value for the money.”

“We are delighted that Wrangler has captured this important award from U.S. News & World Report,” said Mike Manley, President and CEO – Jeep Brand. “Jeep Wrangler has set seven consecutive monthly sales records. The new 2012 Wrangler offers consumers more value and appeal than ever before, with improved fuel efficiency and everyday driving dynamics, more power and even more legendary Jeep capability.”

The U.S. News & World Report awards cover 23 automotive categories, including cars, trucks, SUVs and minivans. Each category has a single winner. The awards combine scores from the U.S. News car rankings with five-year total cost of ownership and average price data, recognizing the vehicles in select segments that earned the highest marks for overall value and appeal.

“You don't have to choose between a great vehicle and a great value,” said Jamie Page Deaton, Managing Editor of U.S. News Best Cars. “The award-winning vehicles are both easy to live with and easy to afford.”

The awards reflect the consensus opinion of industry experts and reviewers, along with safety and reliability ratings, and focus specifically on the needs of everyday car buyers.

Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a standalone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil-spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox lockable and lighted bedside storage
- In-floor storage on all Ram Crew Cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

Jeep Brand

Built on over 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Liberty, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all six Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

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