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Chrysler Canada: All-new 2015 Chrysler 200 Makes its B.C. Debut Alongside Five Other Regional Unveilings at 2014 Vancouver International AutoShow

- All-new, game-changing contemporary sedan - Chrysler 200 - highlights six regional debuts from Chrysler Canada
- 2014 Dodge Challenger R/T Shaker, 2014 Dodge Dart Blacktop, 2014 Jeep® Cherokee, 2014 Ram 1500 EcoDiesel and 2014 SRT Viper also revealed
- For 2013, Chrysler Canada was the number-one seller of vehicles at retail in British Columbia

March 25, 2014, Vancouver, British Columbia - The all-new 2015 Chrysler 200 sedan was unveiled on B.C. soil for the first time today. The game-changing, North American-designed and -built four-door was the headline debut amongst a sextet of exciting unveilings from Chrysler Canada at the 2014 Vancouver International AutoShow.

The reveal of the 2015 Chrysler 200 comes alongside the Vancouver debuts of the 2014 Challenger R/T Shaker and Dart Blacktop from Dodge, the 2014 Jeep® Cherokee, the segment-exclusive Ram 1500 EcoDiesel, and the first B.C. auto show appearance of the legendary, fifth- generation SRT Viper.

These new products - either in showrooms now or arriving soon –build on what is Chrysler Group's best product line-up in history and will maintain the company's upward momentum, which in 2013 placed it as the number-one seller of vehicles in all of British Columbia.

"Chrysler Canada is coming off of a stellar year in B.C.," said Bob Devlin, Regional Manager, Chrysler Canada Western Business Centre. "Our top-three products in the province - Ram 1500, Dodge Grand Caravan and Ram Heavy Duty – helped to propel us to the top of B.C.'s retail sales chart last year. We can't thank the discerning consumers of British Columbia enough for choosing so many Chrysler Group products. These vehicle debuts in Vancouver today will certainly further expand the appeal of our showrooms to an even wider audience."

2015 Chrysler 200

The all-new 2015 Chrysler 200 charts a new course for mid-size sedans, and brings a noteworthy dose of understated elegance, craftsmanship and state-of-the-art technology to the segment, including firsts like a standard nine-speed automatic transmission and an available all-wheel-drive system which automatically disconnects from the rear axle to save fuel.

The new 200 is the first Chrysler Brand product to be built on the Compact U.S.-wide (CUS-wide) platform, which has roots under Italy's acclaimed Alfa Romeo Giulietta. Power will come from either a standard 2.4-litre MultiAir® Tigershark four-cylinder engine or the award-winning 3.6-litre Pentastar V-6 with a best-in-class 295 horsepower.

It is built at Chrysler Group's Sterling Heights (Mich.) Assembly Plant (SHAP), which underwent a \$1 billion investment to build the new world-class 200 sedan to exacting World Class Manufacturing principles.

2014 Dodge Challenger R/T Shaker

The 2014 Dodge Challenger R/T Shaker injects a fresh shot of heritage into this Canadian-built muscle car. Highlights include its signature, functional "Shaker" hood scoop, which directs cold air into the HEMI® V-8 engine, a standard Super Track Pak for inspired performance, unique Satin Black exterior cues, new 20-inch wheels and Shaker-specific interior upgrades.

2014 Dodge Dart Blacktop

Dodge is expanding its lineup of Blacktop packages to the 2014 Dodge Dart. With unique wheels, select exterior colours and Gloss Black accents, it brings a sporty, distinct look from the factory at a tremendous value. The Dart Blacktop package features the 184 horsepower 2.4-litre MultiAir® Tigershark engine, now standard on the 2014 Dart SXT and Limited models, with a unique calibration on the GT trim.

2014 Jeep Cherokee

This all-new mid-size SUV brings a segment-first nine-speed automatic transmission, superior on-road ride and handling, legendary Jeep 4x4 capability, a cutting-edge, revolutionary design, world-class craftsmanship, class-exclusive technology and more. The 2014 Jeep Cherokee was recently named the 2014 Canadian Utility Vehicle of the Year by the Automobile Journalists Association of Canada

2014 Ram 1500 EcoDiesel

The 2014 Ram 1500 EcoDiesel is the first and only half-ton pickup truck to offer a durable, efficient turbo-diesel powertrain. In addition to best-in-class 7.1 L/100 km (40 mpg) highway fuel economy, it delivers peak torque of 420 lb.-ft., which is unsurpassed among full-size trucks equipped with V6 engines. The new Ram 1500 EcoDiesel was crowned the overall 2014 Canadian Truck King Challenge winner recently, a contest which Ram Truck swept.

2014 SRT Viper

The 2014 SRT Viper is the Street and Racing Technology (SRT) brand's flagship performance machine. Now in its fifth generation, it respects its legacy of visceral performance while adding new technologies, ergonomic improvements and creature comforts. Wearing an all-new carbon-fibre and aluminum skin, it's powered by an 8.4-litre mid-front V-10 engine delivering 640 horsepower, 600 lb.-ft. of torque and a 0-60 mph run in the low 3-second range.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, 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's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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