



## FCA has AWD and 4WD drivetrains for every purpose

"FCA has equipped 17 models (out of 26) of its current lineup with various all-wheel and 4X4 technologies. The evolution and refinement of these systems has been nothing less than spectacular, with the \$2.6 billion investment to develop these technologies definitely paying off," wrote *Stéphane Quesnel* for *Autosphere.ca*.

He listed: "Lineup members that offer these great technologies include: Chrysler 200, Chrysler 300, Dodge Charger, Dodge Journey, Jeep® Cherokee, Jeep Compass, Jeep Grand Cherokee, Jeep Patriot, Jeep Renegade, Jeep Wrangler, Ram 1500 and Ram 2500/3500 HD."

Looking specifically at the all-new **2015 Chrysler 200**, Quesnel explained: "It is the first mid-size sedan equipped with technology that allows complete disengagement of its rear axle, thus reducing friction and improving fuel economy. Full-time torque management seamlessly disengages the rear axle, as the vehicle shifts from a 4WD to an AWD vehicle without driver intervention."



## Jeep® Grand Cherokee EcoDiesel offers premium SUV experience



"Diesel has long been popular in Europe for luxury vehicles, but while it's still relatively rare in cars here, it's showing up more and more on premium SUVs, including the **Jeep® Grand Cherokee EcoDiesel**," wrote *Jill McIntosh* for *Metro News Services*.

She expanded: "These engines are all about torque (in the Grand Cherokee's case, 420 lb.-ft.) delivered almost right at the start for strong acceleration and solid mid-range power. They also offer relatively good fuel economy and long range with fewer fill-ups."

McIntosh also identified a long list of vehicle features including: "My Overland tester was already luxuriously equipped with such standard features as heated and ventilated leather seats, suede-style headliner, navigation system, and heated power-adjustable steering wheel, it also had add-on options including a rear-seat Blu-Ray entertainment

system and such electronic safety features as adaptive cruise control and collision warning."

Reviewing the inner points of the vehicle, she documented: "The company has learned a lot about interiors over the last few years, and I'd put this up against any of its premium-brand competitors. The materials are top-notch, it's all extremely comfortable, and almost everything's easy to use."

McIntosh further noted: "An air suspension lowers for easy access or rises for off-road, and you can select optimal settings to handle snow, sand, or rock, along with four-wheel low gearing."

In summary, McIntosh wrote: "By putting the diesel into just the high-end trims, Jeep hopes to take on German brands such as Mercedes-Benz and BMW. This SUV does everything the competitors' vehicles do."

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## Pickups never more popular with Canadians



"What was once just a fixture of rural farms and construction work sites has become a familiar sight in suburban driveways and city parking spots. The pickup has gone mainstream," wrote *Neil Vorano* in a recent feature in *The Globe and Mail*.

In his article, Vorano added: "(FCA's) **Ram 1500** 4x2 fitted with the 3.0-litre EcoDiesel is the most fuel-efficient light pickup on the market, rated at 11.6 litres/100 km in the city and 8.4 on the highway."

Vorano quoted Ed Broadbear, vice-president of marketing for Fiat Chrysler Automobiles (FCA) Canada: "The pickup segment has a very diverse customer profile."

Quoting Broadbear again in regards to the fuel-efficient Ram 1500 EcoDiesel, Vorano wrote: "That makes a lot more sense for consumers; they can drive it and still get good fuel economy. So I think that opens up a lot of the population for people who can consider a truck."

## Une brute sur les routes californiennes



*Marie-André Ayotte*, d'Autonet.ca, nous livre ses impressions du **Jeep Grand Cherokee SRT** : « Au sommet de la chaîne alimentaire des Jeep, il y a le Jeep Grand Cherokee SRT. Un monstre qui n'en finit plus d'être grand et puissant. Et quitte à titiller la bête, pourquoi ne pas le faire sur les routes côtières de la Californie! On choisit le Jeep Grand Cherokee SRT pour trôner au sommet de la chaîne alimentaire des usagers de la route! Rien de moins que le moteur SRT HEMI V8 de 6,4L est flanqué sous le capot. Ce dernier produit un très honorable 475cv et 470lb-pi de couple. Rien pour laisser indifférent.

Le Jeep Grand Cherokee SRT offre une touche de luxe et un habitacle gentleman. Il offre plusieurs options pratiques été comme hiver, avec les sièges chauffants et ventilés. Le siège conducteur est ajustable en pas moins de douze directions. Et

pour ne pas avoir à retrouver ce casse-tête quand le chum emprunte le véhicule, il y a la mémoire de positionnement des sièges. Le système de son est à la mesure de la bête. Avec le système d'infodivertissement incluant radio satellite Sirius, Bluetooth et 19 haut-parleurs (oui, il y a assez de place pour cela), il y a de quoi se décoiffer pendant un bon solo de batterie de Metallica.

Les véhicules de la taille du Jeep Grand Cherokee SRT ont généralement la prétention de remplacer la minifourgonnette. On y retrouve trop souvent une petite banquette rigide à se coincer le nerf sciatique juste à les regarder! Ici, on n'essaie pas de plaire à tous et on évite la gaffe de la 3e rangée.). Avec cet espace, on n'a pas peur d'avoir deux jeunes qui jouent au hockey, même si l'un est gardien de but!

Dans le monde des véhicules performants grand format, le Jeep Cherokee SRT va taquiner les BMW X5 M, Mercedes-Benz ML et Porsche Cayenne de ce monde. Il est toutefois bien plus abordable. Si vous souhaitez une brute sur quatre roues, le Jeep Grand Cherokee SRT est un véhicule à mettre sur votre liste. »

## Dodge Durango provides towing ease

*Dustin Woods* of *Wheels.ca* recently reviewed a **2015 Dodge Durango R/T AWD**.

Towing a trailer, he praised its ability to hook up the hitch up to the trailer: "The process was such a breeze that it felt like cheating."

He added: "Thanks to the Durango R/T's 390 lb.-ft. of torque and smoothness of the 8-speed transmission, it hardly felt



like I was even towing anything while on the highway."

Also: "Neither power, stability or traction were lacking at any of the four corners."

Inside the SUV, he wrote: "I

was pleasantly surprised that they have advanced in technology and ergonomics while improving material quality and panel gaps. Not the least of which was the leather wrapped heated steering wheel that was much appreciated."

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## **Media Relations Weekly News and Activities Update Week of 3/9/2015**

**A sample of news articles March 9, 2015 - March 13, 2015**

### **Monday, March 9**

- First Drive: Ram ProMaster City (Fleet Digest Magazine, February 2015)
- Chrysler and Roadtrek debut New Motorhome (Fleet Digest Magazine, February 2015)
- Video: Corporate Community Excellence Award - FCA Canada Inc. (formerly Chrysler Canada) (United Way YouTube Channel) [click here](#)
- Car Review: 2015 Fiat 500L Lounge (Lesley Wimbush, Driving.ca)
- Road Test \ Change is good for Chrysler 200 (Glen Woodcock, The Toronto Sun, Autonet.ca)
- 2016 Fiat 500X models on the way (Winnipeg Free Press)
- La 4C 2015 est enfin arrivée! (Le Journal de Québec)
- FCA Canada CEO: Reports Of The Grand Caravan's Demise Are Exaggerated (The Truth About Cars)
- Minivan Segment Packs In The Luxury (The Edmonton Sun)
- Chrysler re-recalls 703,000 vehicles over faulty ignition switch (Driving.ca (Bloomberg))
- Restyled Tucson leads family-friendly debuts; Jeep Renegade gets a mini-me trailer (National Post)
- Highway to the winner's zone (The Edmonton Sun)
- Figure out your needs, then shop around (The Toronto Star)
- Simple start-stop technology just makes sense; Idling at a light or in traffic wastes gas, spews pollution and damages the engine (The Toronto Star)
- Hot sales for a frigid February (The Toronto Star)
- After a heady ride, it's his time to gear down (The Globe and Mail)

### **Tuesday, March 10**

- Chrysler: In The Snow On All Fours (Autoshare.ca)
- Power play: Automakers bringing a powerhouse lineup of horsepower (The Calgary Sun)
- A taste of...2016 (The Calgary Sun)
- Jeep Wrangler will feature new engine and transmission in 2018 (Vancouver Province)

### **Wednesday, March 11**

- 22 ways to get 4 wheels working for you (Mathieu St-Pierre, Auto123.com)
- The 2015 Jeep Grand Cherokee's diesel take on the premium SUV (Jil McIntosh, Metro Canada)
- Towing to Sudbury in the 2015 Dodge Durango for a Snowmobile Adventure (Dustin Woods, Wheels.ca)
- Une brute sur les routes californiennes (Marie-André Ayotte, Autonet.ca)
- Video: Dodge releases Furious 7-inspired car commercial (Motoring TV)
- Fiat to revive 124 Spider name for Mazda-based sports car (Autofile.ca)
- New owners, management for Canmore Chrysler (Bow Valley Crag & Canyon)
- Get your auto fix! (Calgary Herald)



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**Week of 3/9/2015**

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**Thursday, March 12**

- Video: FCA CEO on major comeback since the bailout (The Globe and Mail) [click here](#)
- The Pursuit of happiness (The Globe and Mail)
- Cool Ram Runnings at FCA's Winter Drive (PickupTrucks.com)
- All-Wheel Drive/4WD Adventure With Chrysler's Winter Driving Experience (Autobytel.com)
- Bring It On! Winter Driving On An Ice Track (She Buys Cars.com)
- Why pickups are so popular (The Globe and Mail)
- Jeep Wrangler is a solid G-Wagen imitator on a budget (Driving.ca)
- Ram Named Medium-duty Truck of the Year (Autosphere.ca)
- Falling euro props up struggling auto makers (The Globe and Mail)
- Bay King Chrysler: Making Conversation (Autosphere.ca)

**Friday, March 13**

- How About An Orange-Flavoured RAM? (The Car Guide)
- All-Wheel Assessment: Chrysler, Dodge, And Jeep Go Through Winter Driving Boot Camp In Canada (NY Daily News.com)
- Auto News: B.C. targets left-lane bandits (The Toronto Star)
- Dodge passe en mode "Fast & Furious" (Autonet.ca)