



FCA Canada vehicles highlight 2015 Vancouver International Auto Show



Greg Williams previewed a number of vehicles on display at this year's 2015 Vancouver International Auto Show for the Vancouver Province. In his article, he listed the **2015 Dodge Charger SRT Hellcat**.

Specifically he detailed: "For something perhaps a little more sinister, saunter on over to the Chrysler stand to see the all-new 2015 Dodge Charger Hellcat. The SRT version features a 6.2-litre Hemi Hellcat V8 engine under the hood. This engine makes 707 hp and 650 lb.-ft. of torque, all thanks to super-charger technology."

For off-roading fun, Williams later encouraged readers to check out the all-new **2015 Ram 1500 Rebel**.

He wrote it is "a crew cab truck

that is specifically set up to tackle the rough stuff."

He added: "The Rebel is equipped with standard 33-inch tires, an air suspension system to offer increased ride height and factory lift, skid plates and tow hooks."

Williams further wrote: "There's no mistaking the Rebel with its all-new blacked-out grill featuring a billet silver Ram badge. Black bezel projector headlights sit below a lightweight aluminum twin snorkel hood. Ram's Rebel features a box that measures 5-foot-7, and is powered by either a 3.6-litre Pentastar V6 or a 5.7-litre Hemi engine. Two-wheel drive, Hemi only, or four-wheel drive configurations are available."



Ram ProMaster City

"This pint-sized Ram is ready to work in a big way," declared auto journalist *Jil McIntosh* for *Autosphere.ca* referring to the new **Ram ProMaster City**.

"The 2015 Ram ProMaster City is built with its suspension tuned for North America's rougher roads, and with a longer nose to accept a 2.4-litre four-cylinder engine," she added in the website review.

Also: "It's a strong power plant,

and the ProMaster City accelerates well and keeps up effortlessly at highway speeds."

Documenting about the cabin, she wrote, "It's a handsome design and the controls are easy to use."

Most luxurious people carrier: 2015 Chrysler Town & Country

"The **Chrysler Town & Country** has all the amenities and space you'd want in a people carrier coupled with performance and luxury, and all at a reasonable price," wrote *Miranda Lightstone* in a 2015 review for *Auto123.com*.

She added: "There are four well-equipped Town & Country models, and each offers best-in-class power as well as innovation and a luxurious feel, even in base trim."

Her website article further noted: "The 2015 Chrysler Town & Country features the class-exclusive Super Stow 'n Go seating in the second and third rows, with room for seven passengers."



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Chrysler Town & Country



sous la main, le volant est de la bonne taille et chauffant, et les cadrans de la planche de bord sont plutôt jolis. Le levier de vitesses

Frédéric Boucher-Gaulin, *Le Guide de l'Auto*, nous livre ses impressions de la **Chrysler Town & Country** : « Le monde des minifourgonnettes a évolué au cours des ans. Chrysler a popularisé le concept en Amérique dès 1984 avec la toute première Dodge Caravan et les ventes ont rapidement décollé pour atteindre des chiffres impressionnants dans les années 90.

Pour cette raison, c'est la Chrysler Town & Country qui a été sélectionnée pour faire partie de notre match d'aujourd'hui : si cette américaine partage son châssis avec la Grand Caravan, elle est plus confortable, plus équipée, mieux insonorisée... Il s'agit de l'ultime fourgonnette Chrysler actuellement sur le marché (la version 2016 est en route, et elle sera radicalement différente). Tout d'abord, mes premiers tours de roue se sont faits au volant de la Town & Country. Dès l'entrée dans le véhicule, on est accueilli par un habitacle de bonne facture; je le répète souvent, mais les stylistes de Chrysler ont mis les bouchées doubles au cours des dernières années. Les sièges en cuir sont confortables, les commandes tombent bie

placé sur la console est une idée brillante; il libère de l'espace dans la console centrale, qui regorge de petits espaces de rangement. La Town & Country est d'ailleurs la championne à ce chapitre : on retrouve une énorme quantité de petits tiroirs, crevasses, rangements... pas de doute, cette fourgonnette est conçue pour transporter une famille et tous ses accessoires! La quantité de gadgets à bord est aussi hallucinante : deux écrans DVD à l'arrière (un pour chaque rangée), un éclairage intérieur digne d'un avion de ligne, la température ajustable à l'arrière incluant les bancs de deuxième rangée chauffés, les portières latérales ainsi que le hayon à ouverture électrique... La fourgonnette Chrysler est la seule à pouvoir se transformer en camion de transport : il est possible de ranger tous les sièges dans le plancher du véhicule, ce qui est particulièrement pratique pour transporter de gros objets.

Sur la route, la Chrysler est silencieuse et son moteur V6 Pentastar permet des dépassements faciles. Somme toute, la Chrysler Town & Country est parfaite pour votre famille.»

New models create buzz for Ram Truck dealers

“Ram has announced it will add two new Ram 1500 Buzz models in Sport trim — the **Ram 1500 Ignition Orange Sport** and the **Ram 1500 Black Sport**,” reported *Wheels.ca*.

The website added: “The limited-edition trucks are available in Crew Cab 4×2 and 4×4. Among the standard features in the Sport trim, both trucks include a 395 hp Hemi V8, eight-speed TorqueFlite transmission, 3.92 gear set, dual exhaust, vented sport hood and 20-inch wheels.”

The Car Guide added: “If you were looking for something to differentiate yourself from the rest of the pack, look no further than the Ram Ignition Orange, a truck that you won't lose in any parking lot!”

Also: “Apart from the very eye-catching paint job, this new Ram features decorative stripes on the hood, an 8.4-inch Uconnect screen, a 3.91:1 rear differential ratio and orange stitching and inserts in the cabin.”

The website further detailed: “Ram also unveiled a blacked-out version: if offers everything that could possibly be painted black from the insides to the wheels and bodywork.”



Editor: Jordan Wasylyk
jordan.wasylyk@fcagroup.com
519-973-2085



Media Relations Weekly News and Activities Update Week of 3/23/2015

A sample of news articles March 23, 2015 - March 27, 2015

Monday, March 23

- Winter Test: Chrysler, Dodge and Jeep AWD Products (Paul Williams, Autos.ca)
- Ram 1500 Offers Two New Buzz Models In Sport Trim (Wheels.ca)
- Fiat Chrysler on track for electric minivan - The trick will be making the hybrid affordable (Detroit Free Press)
- Auto plants much greener than in their bad old heyday (The Toronto Star)
- Toronto dealers recruit staff by listing jobs, cars - Effort aims to interest students in auto retailing careers (Automotive News)
- Jeeps brave storm to surprise Jacob Stern, young boy with cancer (CBC News)
- The family sedan never looked better; Comfort and class: These Top 5 bring sportier looks and smarter features to standard four-door model (Vancouver Province)
- Keep on truckin' with best of the beasts; Power Hour: Pickups have been designed not just to do the heavy lifting but also to look good on the road (Vancouver Province)
- Show gets a few seriously hot sportsters; There's no shortage of entertaining, go-fast cars to drool over this year (Ottawa Citizen)

Tuesday, March 24

- Jeep unveils rugged off-road concepts; All-Wheel Attitude: Retro and radical define seven SUVs prepared for annual Easter Jeep Safari Festival (Vancouver Province)
- Check out the 2015 Easter Jeep Concepts (Autos.ca)

Wednesday, March 25

- Sept prototypes de Jeep attaqueront le 49e Easter Jeep Sa... (Autofocus.ca)
- FCA Montreal Winter Drive: Does AWD Make A Difference? (Indeeph2o.com)
- Provincial Chrysler – Provincial Collision Centre: Your One-stop Body Shop (The Windsor Star)

Thursday, March 26

- Mule seems to point to new life for Dodge minivan (Automotive News)
- More evidence the Dodge Grand Caravan may continue to be built (The Windsor Star)
- Sept prototypes de Jeep attaqueront le 49e Easter Jeep Safari de Moab (Autofocus.ca)
- FCA Montreal Winter Drive: Does AWD Make A Difference? (Indeeph2o.com)
- Provincial Chrysler – Provincial Collision Centre: Your One-stop Body Shop (The Windsor Star)

Friday, March 27

- Ram Unveils The Texas Ranger (The Car Guide)
- Hot-off-the-press news for gear heads (Victoria Times Colonist (Wheelbase Media))
- Auto aficionados flock to show; Convention Centre is filled with classics to new concepts (Victoria Times Colonist)