



Rock-crawling Jeep® Wrangler iconic as ever



“The **2015 Jeep® Wrangler Unlimited Sahara 4X4** is luxurious and fully equipped, providing the rugged exterior and creature comforts today's consumer demands,” wrote *Jeff Voth* for *Sun Media* newspapers and *Autonet.ca*.

“Iconic and comfortable? - sounds like a win-win for all,” he added.

Voth further noted: “History is celebrated each and every time you step in, buckle up and hit the road for a potential off-road adventure. Traction is rarely an issue with Wrangler - Command Trac shift-on-the-fly four-wheel drive delivers incredible control at all four corners.”

Also: “A solid front axle, heavy-duty rear axle and heavy duty suspension, deliver a firm but mostly comfortable ride.”

He enthusiastically ended his review with highlighting the vehicle's fun-factor: “With the top removed and doors off, the driving experience is truly epic.”

FIAT introduces new Fiat 500 1957 Edition Cabrio



“If the past is beckoning to you when you buy a car, you'll be happy to hear about the **Fiat 500 Cabrio 1957 Edition**, a version of the city car which is made to remind you of the original Cinquecento,” reported *The Car Guide*.

Also, it added: “This flashback on wheels from the fifties features a selection of pastel colours (White, Verde Chiaro – the pale green shown on the above picture - and Celeste, which is a light blue), a white interior fitted with brown seats and a white steering wheel, badges which harken back to the old FIAT logo and a set of nice-looking 16-inch wheels painted in the same hue as the body and

fitted with chrome caps.”

Auto123.com further noted: “With just the push of a button, the Fiat 500c 1957 Edition's power-operated cloth top retracts up to the rear spoiler at speeds of up to 60 mph (96 km/h). Press the roof button again, and it will neatly fold behind the rear head restraints when driving at up to 50 mph (80 km/h).”

Postmedia News' Driving.ca website detailed the vehicle's powertrain: “Under the hood, the 500C 1957 Edition is powered by a 1.4-litre turbo-four. Pumping out 135 horsepower, you can have it hooked up to either a five-speed manual or a six-speed automatic.”

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Fiat 500, une MINI plus abordable

Sylvain Raymond, du *Guide de l'Auto*, nous livre ses impressions de la **Fiat 500 Turbo** : « On peut faire de nombreux parallèles entre la MINI Cooper et la Fiat 500. Ce sont deux voitures qui n'attirent pas nécessairement les acheteurs en raison de leur taille et de leur consommation réduite, mais bien pour ce qu'elles représentent : l'expression d'une différence. Leur style hors du commun tant à l'intérieur qu'à l'extérieur les rend originales et c'est exactement pourquoi on les apprécie. Une petite voiture oui, mais une voiture qui se démarque de la masse et qui offre en prime un équipement cossu. La différence entre Fiat et MINI? Le prix. Alors que la MINI Cooper rejoint une clientèle plus ciblée, Fiat ratisse large avec un prix de base beaucoup plus attrayant.

Ce qu'on aime? Son agilité, surtout en zone urbaine, ses lignes typiquement européennes et surtout, une facture à la pompe qui fait toujours sourire. Côté style, on apprécie ses lignes dynamiques tout en ronds.

Vous trouvez la Fiat régulière pas assez épicée ou la Abarth un peu trop chaude? Eh bien, la 500 Turbo pourrait bien représenter le meilleur compromis, le juste milieu. Avec son prix de base situé légèrement au-dessus des 21 000 \$, la Fiat 500 Turbo va chercher plusieurs caractéristiques intéressantes de la Abarth tout en demeurant beaucoup plus civilisée et agréable en conduite quotidienne. Sur l'échelle de la performance, la 500 Turbo s'apparentent beaucoup plus à la Abarth qu'à la version classique. Le 0-100 km/h est l'affaire d'environ 8 secondes, soit une seconde de plus que la Abarth. Sur la route, on apprécie la puissance accrue du modèle. Le bonheur, c'est lorsque l'on visite la pompe et que l'on constate que l'on peut faire le plein pour à peine 30 \$, une chose de plus en plus rare de nos jours.»



Fiat 500 Turbo high on style and handling

"The **Fiat 500 Turbo**, which is positioned between the standard 500 and the Abarth and offers sporty performance at a moderate price," wrote *Russell Purcell* for the *Vancouver Sun*.

He added: "The Fiat 500 Turbo comes equipped with the same 1.4-litre MultiAir in-line four-cylinder engine" and "is enhanced by the addition of a turbocharger which boosts horsepower by 34-per cent. This high-revving engine produces 135-horsepower and 150 foot-pounds of torque."

Purcell's article further

illustrated: "It's equipped with a sport-tuned suspension which helps keep the rubber on the road and sharpens handling characteristics. For a short wheelbase car the 500 Turbo delivers a very smooth ride and tracks with precision."

Also: "The classic contrast of the largely black interior and white dash panel of our test unit is pleasant to the eye, while the optional Rosso Red leather seats and door inserts helped give the car an added dose of curb appeal."

2015 Chrysler 200 springs forward with two new interiors

"The **2015 Chrysler 200** rolls into spring with two new interior options, giving customers more choices in the mid-size sedan segment," reported *Metroland Media's Durhamregion.com* website.

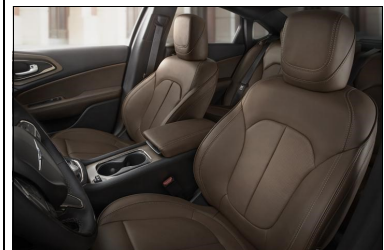
It added: "The 2015 Chrysler 200S model now offers the choice of Ambassador Blue leather interior; the 2015 Chrysler 200C model adds the choice of a premium Mocha leather interior with heated and ventilated front seats."

The website further noted: "The 2015 Chrysler 200 delivers a beautiful exterior design, a thoughtful, exquisitely crafted interior and an exceptional driving experience."

Also: "The 2015 Chrysler 200 offers the most available safety features in the mid-size sedan segment."



2015 Chrysler 200S Ambassador Blue interior



2015 Chrysler 200C Mocha Leather interior

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Media Relations Weekly News and Activities Update
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A sample of news articles April 13, 2015 - April 17, 2015

Monday, April 13

- Jeep Cherokee Review : Capable SUV (Benjamin Yong, Trucks Plus Magazine)
- 500 Turbo a sporty performer with easygoing price; The Fiat is a great car for singles or couples looking for a small runabout that is high on style and easy to handle (Russell Purcell, Vancouver Sun)
- Jeep winner in shock (The Edmonton Sun)
- Vancouver Auto Show growing up (Winnipeg Free Press)
- An efficient rally to the island and back (The Toronto Star)
- Cadillac renaming plan takes page from rivals; New executive says CTS, ATS brands will be replaced as product portfolio is revamped (The Toronto Star)
- The bailout's legacy (National Post)

Tuesday, April 14

- Detroit Truck City (4WDive Magazine)
- Off-Road Essentials: Chrysler's 4WD Systems (4WDive Magazine)
- Video: 2015 Jeep Renegade puts the 'ute' in cute (Motoring TV) [click here](#)

Wednesday, April 15

- Rock-crawling Wrangler iconic as ever \ Road Test: 2015 Jeep Wrangler (Jeff Voth, 24 hours Vancouver, Autonet.ca (Sun Media))
- Fiat adds stylish 1957 Edition to 500C lineup (Driving.ca)
- ACQ AutoCanada to buy Airdrie Chrysler (Canada Stock Watch)
- 2 years after recall, Jeep fixes only fraction of affected Grand Cherokees and Libertys (Canadian Business (The Associated Press))

Thursday, April 16

- Fiat 500 Cabrio 1957 Edition: Let The Sun Shine Like It's the Fifties (The Car Guide)
- Fiat 500c 1957 Edition coming to America (Auto123.com)
- Company creates all-wheel drive system for Jeep (Autonet.ca (Sun Media))
- Diesel: in it for the long haul (The Globe and Mail)

Friday, April 17

- First Drive: 2016 Fiat 500X (Graeme Fletcher, Driving.ca, Postmedia News)
- FIRST DRIVE: 2016 Fiat 500X in the wilds of Beverley Hills (Mark Atkinson, Autofile.ca)
- 2016 Fiat 500X: We're Driving It This Week (Alain Morin, The Car Guide)
- Inside a Canadian facility where engineers design car parts most people never think about (The Globe and Mail)
- AutoCanada acquires Airdrie Chrysler (Canadian Auto World)
- Loss of Corolla doesn't have to be lethal blow for Canadian auto production (CBC News)
- Canadian auto parts giant Magna sells interiors arm to Antolin for \$525 million (The Canadian Press)
- Setting the premium bar higher (The Globe and Mail)