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Chrysler Group LLC Takes Home Three Ruedas ESPN Awards, including ‘Manufacturer of the Year’

- Chrysler Group LLC honored as “Manufacturer of the Year” at this year’s Ruedas ESPN Awards in Miami
- “Truck of the Year” awarded to the new 2013 Ram 1500
- The all-new 2013 Dodge Dart recognized as “Best Sedan”

November 8, 2012, Auburn Hills, Mich. - The leading Spanish-language automotive radio show, Ruedas ESPN, has named Chrysler Group LLC “Manufacturer of the Year” at the 2012 Ruedas ESPN Awards in Miami, while “Truck of the Year” was awarded to the new 2013 Ram 1500 and the all-new 2013 Dodge Dart was honored as “Best Sedan.”

“We’re honored that Chrysler Group has been recognized by a leading voice of the Latino community,” said Fred Diaz, President and CEO -- Ram Truck Brand and Chrysler de Mexico. “The new Ram 1500 is a symbol of the brand’s – and our company’s – commitment to hard work, determination and dependability, values shared with the Latino community.”

“Hispanic values are at the heart of our new Ram advertising campaign,” added Diaz. “Trucks are one of the top selling segments among Latinos. Our marketing, which is titled ‘A Todo, Con Todo,’ speaks credibly and authentically to our customers.”

The compact car segment, where the all-new 2013 Dodge Dart competes, is the top-selling segment in the Hispanic community. And Dodge is reaching out to Latinos with its new ad campaign “How to Make Cars,” which has been translated into Spanish and is resonating very well with consumers.

“It’s an honor for the Dodge Brand and the all-new Dart to receive the ‘Best Sedan’ award from Ruedas ESPN in recognition of the virtues that matter most to Hispanic car buyers,” said Reid Bigland, President and CEO, Dodge Brand. “This award validates our efforts to deliver a world-class car to our customers, that stands apart in style, value, performance, fuel economy and overall appeal.”

The Ruedas ESPN executive committee is responsible for generating nominations. A group of jurors, compiled of industry experts, selected the winners of the 12 basic categories. Winners are selected based on price, design, value, performance, fuel economy and appeal among Hispanic consumers.

“We certainly believe that Chrysler Group is doing an outstanding job by offering consumers very attractive and efficient vehicles, and that’s the main reason for the recurrent growth in their sales figures, month after month,” said Jaime Florez, Director and Host of Ruedas ESPN. “The new Dodge Dart and the improved Ram 1500 are great examples of that in their respective segments.”

The Ruedas ESPN Awards ceremony takes place today at the Miami Beach Convention Center as part of the 42nd edition of the Miami International Auto Show.

About the 2013 Ram 1500

For 2013, the new Ram 1500 offers buyers best-in-class fuel efficiency, new technology and new features without sacrificing capability. Ram 1500 – the most recognizable pickup on the road – raises the bar with a truckload of pioneering, fuel-saving systems and first-in-segment technologies: eight-speed TorqueFlite 8 transmission, stop-start and active aerodynamics, including grille shutters and air suspension. Ram engineers changed every area of the truck – from a newly designed frame to new engines and transmissions to a new interior with the next-generation Uconnect® system. With best-in-class ride and handling and best-in-class aerodynamics, the 2013 Ram 1500

delivers unmatched content, performance and capability to truck buyers. 2013 Ram 1500 prices start at \$23,585.

The 2013 Ram 1500 marks a milestone for Ram as this truck delivers best-in-class fuel economy of 18 MPG city and 25 MPG highway with a truckload of pioneering, fuel-saving systems including a more fuel efficient and more powerful 3.6-liter V-6 engine and first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The 2013 Ram 1500 is available in nine trim levels and starts at \$23,585 including \$995 destination charge.

About 2013 Dodge Dart

The all-new 2013 Dodge Dart leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design, creating an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization. The Dodge Dart brings features and content never before seen in the compact car segment. With a U.S. manufacturer's suggested retail price (MSRP) of just \$15,995 (excluding destination), the new Dodge Dart is a thoroughly modern vehicle that's beautifully designed and crafted with high-quality materials, attention to detail and precision craftsmanship.

With an available fun-to-drive 1.4-liter MultiAir Turbo engine offering up to 41 mpg highway, great ride and handling characteristics compliments of the Alfa Romeo-based chassis, innovative interior style featuring high-quality materials, splashes of color – like Ruby Red and Citrus Peel – and cool technology not found in the segment, like the available class-exclusive 8.4-inch Uconnect Touch Screen and 7-inch thin film transistor (TFT) customizable gauge cluster, as well as class-leading safety features, such as 10 standard air bags, and innovative style including available class-exclusive LED “racetrack” taillamps and integrated dual exhaust, the 2013 Dodge Dart sets a new standard in the compact car segment.

Learn more about the all-new Dart at www.Dodge.com or www.facebook.com/Dodge.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep, Dodge, Ram, Mopar, SRT and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, all-new Dodge Dart, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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About the Ruedas ESPN Awards

Ruedas ESPN is the leading automotive radio show in Spanish in the United States. The show is broadcast live on ESPN Deportes Radio, a network of more than 48 radio stations in the United States and Puerto Rico, as well as SIRIUS and XM Channel 149.

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