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Stellantis at 2024 CIAS: Camp Jeep® Returns, Canadian Premiere of All-new 2024 Fiat 500e, 2025 Ram 1500, Dodge and Ram Brand Concepts

- Camp Jeep® will again offer attendees a chance to experience the legendary off-road capabilities of Jeep vehicles without leaving the auto show floor
- Canadian premieres include:
 - 2024 Fiat 500e: 100 per cent electric, 100 per cent Italian – the first Stellantis battery-electric vehicle (BEV) in North America
 - 2025 Ram 1500: more powerful and more fuel-efficient with the new Hurricane engine family
 - Dodge Charger Daytona SRT Concept: a glimpse at the performance brand's electric future through a vehicle that drives like a Dodge, looks like a Dodge and sounds like Dodge
 - Ram 1500 Revolution BEV Concept: a “brutiful” – brutal yet beautiful - electrified concept previewing how the industry's leading truck brand will redefine the pickup segment

February 12, 2024, Windsor, Ontario - From the return of a must-experience Jeep® indoor off-road course, to exciting concept vehicles, an enhanced pickup truck and a new battery-electric icon, there will be much to see and enjoy at the Stellantis display at the 2024 Canadian International AutoShow (CIAS), Feb. 16-25, 2024, at the Metro Toronto Convention Centre in Toronto, Ontario.

“We’re thrilled to welcome Canadian attendees back to our interactive display in Toronto,” said Sean Gibson, president of the Ontario Chrysler Dealers’ Advertising Association (DAA). “Camp Jeep was a show-stealer last year and returns for 2024 to again offer unique thrills only Jeep brand vehicles can provide. The concept vehicles from the Dodge and Ram brands offer exciting hints at their respective electrified futures, while the fully electric Fiat 500e will lead the way this year as the first Stellantis BEV in Canada.”

Camp Jeep

Last year, Camp Jeep made its Canadian debut and was an overwhelming hit with showgoers, attracting more than 28,000 riders over the course of the AutoShow’s 10-day run. Back by popular demand, it allows attendees to participate in an interactive experience: a Trail Rated, man-made, off-road course where professional 4x4 drivers take passengers to experience the legendary capabilities of Jeep vehicles.

For 2024, Camp Jeep will include a variety of Jeep brand vehicles, highlighted by the plug-in hybrid Jeep Grand Cherokee 4xe and Jeep Wrangler 4xe, both of which can conquer the course in silent, all-electric mode.

The 1,950-square-metre (21,000-square-foot) Camp Jeep exhibit will include five obstacles to provide a first-hand look at the unmatched capability of Jeep vehicles for ground clearance, traction, stability, articulation, breakover, off-camber and suspension travel:

- A four-metre high (13-ft.) climb and descent on a 35-degree Jeep Mountain
- A 1.5-metre (5-ft.) high ground clearance stair climb, demonstrating superior clearance and traction
- An extreme breakover obstacle, with a 25-degree uneven plane, where one wheel loses contact with the surface and the Jeep continues to climb effortlessly
- A 30-degree banked articulation wedge
- Manoeuvrability moguls to showcase low crawl and suspension capabilities

Participating riders will be automatically entered into the Stellantis Canada National Giveaway for a chance to win an

\$85,000 voucher toward any eligible Stellantis vehicle. Camp Jeep participants 17 years and under must be accompanied by a parent or guardian and be at least 44 inches tall.

Camp Jeep will be open during all press preview and public hours of the Canadian International Auto Show beginning February 15, 2024.

Since 2004, more than 3.1 million guests have experienced Camp Jeep activations in 15 countries on five continents.

2024 Fiat 500e – Canadian premiere

An all-new, all-electric take on the FIAT brand's most storied and iconic model, the two-door fully electric [500e](#) arrives in North America as the first BEV offering from Stellantis and Canada's lowest 2024 MSRP all-electric vehicle.

The lightest passenger BEV on the market, 500e boasts an estimated range up to 240 kilometres, enabled by a 42-KWh battery with a Level 2 (11-kW) charge time of four hours and 15 minutes. BEV capability combined with quintessential design cues make it unmistakably FIAT, with style and sustainability at its core. The Fiat 500e will initially be available at dealerships in British Columbia and Quebec starting in spring 2024, then will expand to other areas of the country.

2025 Ram 1500 – Canadian premiere

The [2025 Ram 1500](#) is more powerful and more fuel-efficient, thanks to the newly available Hurricane Engine family. These new engines, members of the Stellantis Hurricane Twin-turbo family and the most powerful six-cylinders in the segment, deliver enhanced fuel economy and fewer emissions while generating more horsepower and torque than other naturally aspirated V-8 and boosted six-cylinder engines in the light-duty segment.

The new 2025 Ram 1500 is also reimagined with a modern, contemporary exterior design that telegraphs the bold, heroic presence Ram is known for. The enhanced interior sets the benchmark for pickup trucks once again with a variety of authentic, premium materials that are both comfortable and durable.

New features offered on the 2025 Ram 1500 include an available 14.5-inch touchscreen, class-exclusive 10.25-inch passenger screen, new rear axle, a power open/close tailgate and more.

Ram 1500 Revolution BEV Concept – Canadian premiere

The Ram Truck brand introduced a visionary road map with its Ram 1500 Revolution BEV Concept. Originally unveiled at the 2023 Consumer Electronics Show (CES) in Las Vegas, the concept provides a glimpse into the future and demonstrates how the industry's leading truck brand will once again redefine the pickup truck segment.

The entire Ram lineup will offer electrified solutions with disruptive, leading-edge advanced technology in the years to come. The Ram 1500 Revolution BEV Concept served as inspiration for recently unveiled production vehicles, including the all-new, all-electric [2025 Ram 1500 REV](#) with a targeted range of over an unsurpassed 800 kilometres, and the all-new [2025 Ram 1500 Ramcharger](#), delivering the industry's best combination of range, towing and payload with a targeted range of up to 1,110 kilometres.

Dodge Charger Daytona SRT Concept – Canadian premiere

Dodge took a giant step forward on the performance brand's road to an electrified future, with the Dodge Charger Daytona SRT, a perception-shattering concept that reimagines what a BEV can be. The Dodge Charger Daytona SRT Concept offers a glimpse at the brand's electric future through a vehicle that drives like a Dodge, looks like a Dodge and sounds like Dodge.

Core to the Dodge Charger Daytona SRT Concept are game-changing, patent-pending features that will rewrite the rules of the BEV segment such as:

- R-Wing: The front aerodynamic wing that retains a Dodge profile while achieving aerodynamic efficiencies
- Fratzonic Chambered Exhaust: The industry-first exhaust system for an electric vehicle, which delivers a throaty performance sound

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

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