

## **AutoPacific Names All-new 2009 Dodge Ram and Jeep® Liberty as Vehicle Satisfaction Award**

### **Winners**

- All-new 2009 Dodge Ram beats new 2009 Ford F-150 for top honors in Large Pickup Truck category
- Jeep Liberty takes top honors in Mid-Size Sport-Utility Vehicle category

May 18, 2009, Auburn Hills, Mich. -

Owners of the all-new 2009 Dodge Ram and the Jeep® Liberty have spoken. Owners gave top ratings to both vehicles in AutoPacific's 2009 Vehicle Satisfaction Award research. The all-new 2009 Dodge Ram won the Large Pickup Truck category, beating the new 2009 Ford F-150, while the Jeep Liberty placed at the top of the Mid-Size Sport-Utility Vehicle (SUV) category.

"The opinions of our owners are what really matter, so this is a great win for our all-new Dodge Ram and Jeep Liberty," said Doug Betts, Vice President and Chief Customer Officer, Chrysler LLC. "This award confirms that we are making significant changes and improvements in vehicle quality that are being recognized by our customers."

AutoPacific's Vehicle Satisfaction Award (VSA) is an industry benchmark for objectively measuring how satisfied an owner is with his/her new car or light truck, and reflects the opinions of consumers nationwide. Owner satisfaction is measured across specific areas related to a vehicle's operation, comfort, safety and the overall purchase/lease experience. Now in its 13th year, the VSA surveys more than 25,000 consumers. The 2009 ratings reflect input from buyers and lessees of new vehicles acquired from September through December 2008.

Since its introduction in 2002, the popular mid-size SUV Jeep Liberty gives off-road enthusiasts and owners their own sense of personal freedom and capability that can only come from the Jeep brand. The Jeep Liberty offers legendary Trail Rated® Jeep 4x4 capability combined with a new level of on-road refinement and innovative features.

The all-new 2009 Dodge Ram features the industry's first-and-only RamBox™ cargo management system that includes versatile, weatherproof, lockable, illuminated, drainable storage bins; pickup bed dividers; a two-foot bed extender and a cargo rail system with sliding adjustable cleats.

The 2009 Ram also includes the first-in-segment coil-spring five-link rear suspension fitted to a solid rear axle that provides ride and handling not found on any other pickup truck. A new 5.7-liter HEMI® V-8 engine with fuel-saving MDS technology provides more horsepower (390 hp) and torque (407 lb.-ft.) while its best-in-class aerodynamics (.387 Cd) improve fuel economy and performance.

The all-new 2009 Dodge Ram 1500 Regular, Quad and Crew Cab models recently earned Five Star ratings for driver- and front-passenger protection in a frontal crash, the highest ratings in the U.S. government's safety crash test program. The U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2009 Dodge Ram 1500 is \$22,170 (including \$900 destination).

In addition to winning AutoPacific's VSA, the all-new 2009 Dodge Ram has earned 16 key awards since its introduction and was recently chosen by Car and Driver as the best full-size pickup in head-to-head comparison test in Texas, beating the 2009 Ford F-150. Other key awards include:

- ICOTY – 2009 International Truck of the Year
- Texas Auto Writer's Association (TAWA) – 2009 Full-Size Pickup Truck of Texas
- MotorWeek – Best Pickup Truck
- Maxim – Achievement in Party-Enabling Technology (RamBox)
- Edmunds' Inside Line – A 2009 Editor's Most Wanted

- Edmunds' Inside Line – Best Full-size Pickup Truck
- Consumer Guide - Large Pickup – Best Buy for 2009
- Cars.com – Work Truck of the Year
- Truckin' magazine – Truck of the Year
- Autobytel.com – 2009 MyRide/Autobytel Editors' Choice Awards - Truck of the Year
- Ward's AutoWorld – Interior of the Year
- Rocky Mountain Automotive Press Association – Truck of the Year
- New England Motor Press Association (NEMPA) – Best-in-Class Pickup Award
- Ward's AutoWorld – Ward's 10 Best Engines of 2009 (2009 Dodge Ram 5.7-liter HEMI® engine)
- Automobile Journalists Association of Canada – Best New Pickup
- Sobre Ruedas – Sobre Ruedas Best Pickup Truck for '08

#### **About the Jeep Brand**

Staying true to its strong values and character, the Jeep® brand is purpose-built for adventurous lifestyles. With 68 years of legendary 4x4 capability, the Jeep brand continues to fulfill promises of adventure, liberation and independence for those who truly embrace life, whether traveling on- or off-road. The ruggedness and responsiveness of Jeep vehicles provide owners with a sense of security to handle any situation with confidence.

For 2009, the brand's legendary Go Anywhere, Do Anything™ heritage is maintained with the addition of more interior refinement, comfort and technology in the widest range of sport-utility vehicles (SUV) under one brand. The Jeep product line includes the brand icon, the Jeep Wrangler; the four-door Jeep Wrangler Unlimited; the popular mid-size Jeep Liberty (Cherokee outside North America); the venerable Jeep Grand Cherokee; the seven-passenger Jeep Commander; and the Jeep Patriot and Jeep Compass with all-new redesigned interiors and fuel economy of 28 mpg.

#### **About the Dodge Brand**

With a work-hard, play-hard attitude, the Dodge brand continues to offer a full line of cars, trucks, SUVs, commercial vehicles and sales-leading, fifth-generation minivans in 2009.

Dodge introduced several new vehicles last year, including the all-new 2009 Dodge Journey, the 2009 Dodge Challenger and the 2009 Dodge Ram. Dodge also celebrates the 25th anniversary of the minivan during the 2009 model year.

Also in 2008, Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

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