

## **New Dodge Charger Earns 2015 ALG Residual Value Award**

- New 2015 Dodge Charger recognized with ALG Residual Value Award for the first time
- Residual Value Awards recognize the vehicles and brands that stand out from the rest of the market by representing quality, long-term reliability and strong desirability

November 17, 2014, Auburn Hills, Mich. - The new 2015 Dodge Charger has received the Residual Value Award in the "Fullsize Car" category from ALG, the industry benchmark for residual values and depreciation data.

The annual ALG Residual Value Awards recognize vehicles that are predicted to retain the highest percentage of their original price after a conventional three-year period. This is the Charger's first Residual Value Award in the Fullsize Car category.

"We've seen some amazing used market retention from the Charger over the years, and buyers clearly love its unique execution," said Larry Dominique, President of ALG. "With the improvements Dodge has baked in for 2015, it should continue to lead the Fullsize segment going forward."

ALG recognizes 26 vehicles with segment awards. Award winners are determined through careful study of the competition in each segment, historical vehicle performance and industry trends. Vehicle quality, production levels relative to demand and pricing and marketing strategies represent key factors that impact ALG's residual value forecasts.

"The new 2015 Dodge Charger is unique in its segment, delivering unrivaled rear-wheel-drive performance and attitude," said Tim Kuniskis, President and CEO – Dodge and SRT Brands, Chrysler Group LLC. "This award from ALG is a testament to how well the Charger holds its value, as well as to all the updates we've made for 2015, including a new exterior, a standard new state-of-the-art eight-speed automatic transmission and several new models, including the all-new 707-horsepower Dodge Charger SRT Hellcat."

New 2015 Dodge Chargers are starting to arrive in dealerships this month. Production of the 2015 Dodge Charger Hellcat will start in the first quarter of 2015.

### **About Dodge**

The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary in 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper.

### **About ALG**

Founded in 1964 and headquartered in Santa Barbara, Calif., with an office in Toronto, Ontario, ALG is an authority on automotive residual value projections in North America. By analyzing nearly 2,500 vehicle trims each year to assess residual value – which is mainly driven by used car inventory, brand strength, macroeconomic conditions, incentive spending and pricing – ALG provides auto industry and financial services clients with resale insights, forecasts and consulting services about the future vehicle marketplace. ALG, owned by TrueCar, Inc., the negotiation-free car buying and selling platform, has been publishing residual values for all cars, trucks and SUVs in the U.S. for 50 years and in Canada since 1981. The 2015 Residual Value Awards, honoring new vehicles projected to best maintain their value, will be announced Nov. 17. For more information, visit [www.alg.com](http://www.alg.com).

#### **About TrueCar**

TrueCar, Inc. (NASDAQ: TRUE) is the negotiation-free car buying and selling platform. TrueCar enables a negotiation-free car buying experience by giving buyers transparent insight into what others actually paid (price confidence), upfront pricing information (price discovery), and access to a network of trusted TrueCar Certified Dealers who provide guaranteed savings certificates and seamlessly complete the car purchase. The reality is that buying a car is painful and buyers fear they are going to overpay or be surprised with hidden fees. TrueCar's transparent upfront pricing information makes the car buying process simple so there are no surprises and buyers never overpay. TrueCar's mission is to make car buying simple, fair and fun. Its national network of more than 9,000 TrueCar Certified Dealers, including both new car franchise dealers and non-franchise dealers, is committed to providing negotiation-free savings off MSRP and upfront pricing information for all car-buyers, including members of some of the country's largest membership and service organizations such as AARP, American Express, AAA, and USAA. Note: Not all program features are available in all states. Go to [www.truecar.com](http://www.truecar.com) for program details. TrueCar is headquartered in Santa Monica, Calif., with offices in Santa Barbara, Calif., San Francisco, Calif., and Austin, Texas.

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