

Ram Performs Among Top 3 Mass Market Brands in the Automotive Industry for Initial Quality and Driver Appeal in 2020 according to J.D. Power

RAM Ranks Among the Top 3 Brands in J.D. Power 2020 Initial Quality Study and 2020 Marks Ram's Best Ever Performance in IQS

The RAM Truck brand has performed among the Top10 brands in the annual J.D. Power Initial Quality Study (IQS) rankings for three of the past four years, demonstrating a disciplined and sustained commitment to quality. In 2020, the commitment paid off with Ram's highest performance yet, achieving the third highest ranking for initial quality among all automotive brands*.

Now in its 34th year, the U.S. Initial Quality Study from J.D. Power is widely recognized as an early indicator of long-term vehicle quality, measuring defects and malfunctions, as well as design-related problems of features that may be operating as intended, but are poorly located or difficult to use. This study evaluates 223 unique potential problem areas.

Against these factors, RAM Truck achieved a score of 141 problems per 100 vehicles (PP100), outperforming the automotive industry by 25 PP100.



J.D. Power 2020 U.S. Initial Quality StudySM

Problems per 100 vehicles (PP100)

RANK		
1	Dodge	136
1	Kia	136
3	Chevrolet	141
3	RAM	141
5	Genesis	142
6	Mitsubishi	148
7	Buick	150
8	GMC	151
9	Volkswagen	152
10	Hyundai	153
11	Jeep	155
12	Lexus	159
13	Nissan	161
14	Cadillac	162
	Industry	166
15	Infiniti	173
16	Ford	174
16	MINI	174
18	BMW	176
19	Honda	177
19	Toyota	177
21	Lincoln	182
22	Mazda	184
23	Acura	185
24	Porsche	186
25	Subaru	187
26	Chrysler	190
27	Jaguar	189
28	Mercedes-Benz	202
29	Volvo	210
30	Audi	225
31	Land Rover	228

RAM Ranks #3 Among All Brands in the Automotive Industry for Initial Quality

Source: J.D. Power 2020 U.S. Initial Quality StudySM (IQS); * in a tie.

“RAM'S CUSTOMER FOCUSED APPROACH HAS INSPIRED OUR TEAMS TO DESIGN AND PRODUCE HIGH QUALITY TRUCKS THAT PEOPLE LOVE TO DRIVE. OUR CONTINUED IMPROVEMENT IN THE FLAGSHIP J.D. POWER INITIAL QUALITY STUDY AND EXCEPTIONAL PERFORMANCE IN THE J.D. POWER AUTOMOTIVE PERFORMANCE, EXECUTION AND LAYOUT (APEAL) STUDY DEMONSTRATES OUR COMMITMENT TO QUALITY IS WORKING.”

MARK CHAMPINE
HEAD OF QUALITY, FCA - NORTH AMERICA



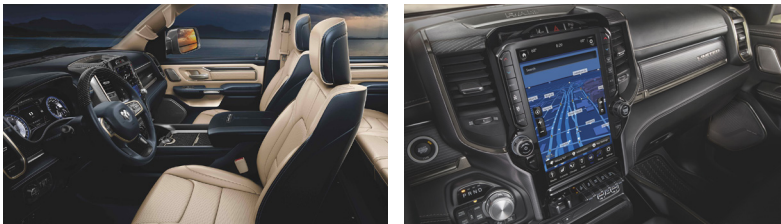
RAM

RAM Ranks Among Top 2 Mass Market Brands in J.D. Power 2020 APEAL Study

In addition to performing among the Top 2 brands, RAM took top honors among brands offering trucks in the J.D. Power 2020 U.S. Automotive Performance, Execution and Layout (APEAL) Study, and was ranked among the top five mass market brands for the eighth year in a row.

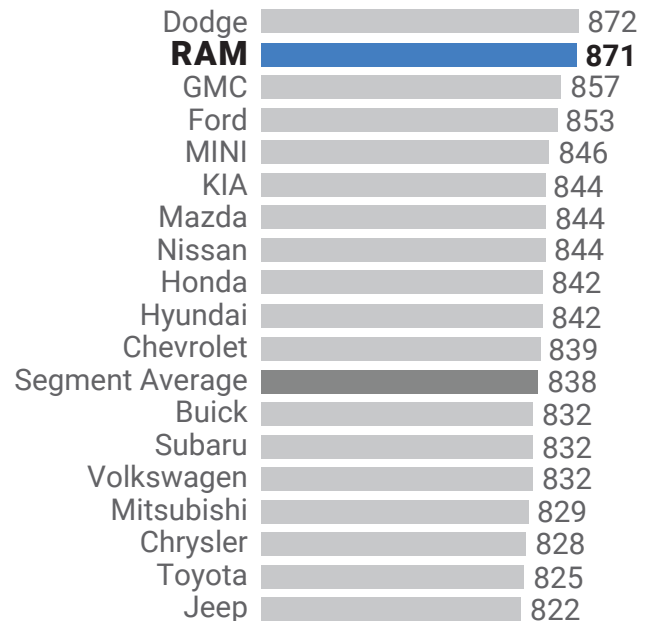
The J.D. Power APEAL Study measures owners' emotional attachment and level of excitement with their new vehicle across 37 attributes, ranging from the power they feel when they step on the gas to the sense of comfort and luxury they feel when climbing into the driver's seat within the first 90 days of ownership.

RAM's strong performance in the study reflects the sustained commitment Ram has made to customer-centric innovation in addressing demand for greater dependability, increased hauling capacity, as well as interior quality, luxury, and technology.



J.D. Power 2020 U.S. Automotive Performance Execution and Layout (APEAL) StudySM

APEAL: Mass Market Brand Index Ranking
(Based on a 1,000 point scale)



Source: J.D. Power 2020 U.S. Automotive Performance, Execution and Layout (APEAL) StudySM

RAM 1500 Earns 2020 J.D. Power Award for Best-in-Class Driver Appeal

The RAM 1500 was recognized by J.D. Power in 2020 as the highest-ranked Large Light-Duty Pickup in the J.D. Power 2020 APEAL Study. In this year's study, the RAM 1500 succeeded in impressing its owners by performing at the top across a wide range of individual attributes in its segment, including:

- Power of the Engine
- Quality of Materials Used Inside the Vehicle
- Interior Styling
- Attractiveness of Screens/Displays
- Exterior Styling
- Ride Comfort
- Audio System Sound Quality



J.D. Power 2020 U.S. Automotive Performance Execution and Layout (APEAL) StudySM Large Light Duty Pickup Segment

APEAL: Mass Market Brand Index Ranking
(Based on a 1,000 point scale)

