



April 8, 2025

**VIA EMAIL**

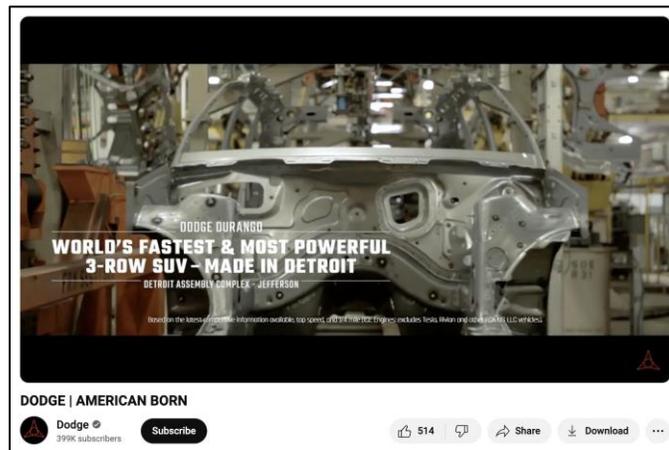
Giorgio Fossati, General Counsel  
Olivier François, Chief Marketing Officer  
Stellantis  
giorgio.fossati@stellantis.com  
olivier.francois@stellantis.com

Re: Stellantis’s Deceptive Built in USA Marketing – Dodge, Ram, and Jeep

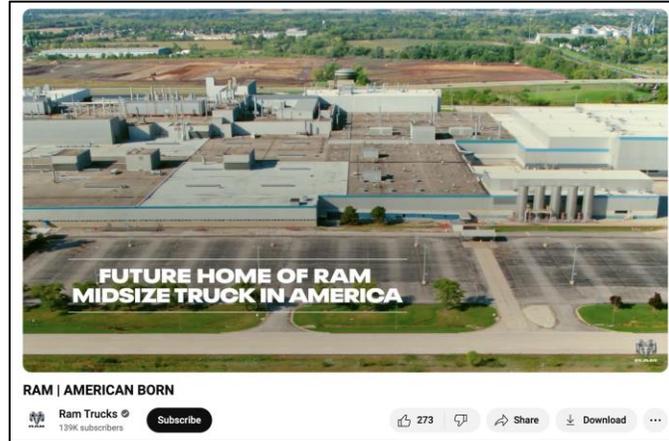
Dear Mr. Fossati and Mr. François:

I am writing to you on behalf of Truth in Advertising, Inc. (“TINA.org”), a nonprofit consumer advocacy organization dedicated to protecting consumers from deceptive advertising. An investigation of Stellantis has revealed that several of its automotive brands—including Dodge, Ram, and Jeep—are deceptively marketing cars and trucks as “built” and “made” in the United States when, in reality, the vehicles are assembled in the U.S. using imported parts. As you may be aware, according to the Federal Trade Commission, both terms— “built” and “made” in the U.S.—require that any vehicle being marketed as such be “all or virtually all” made domestically and contain “no – or negligible – foreign content.”<sup>1</sup>

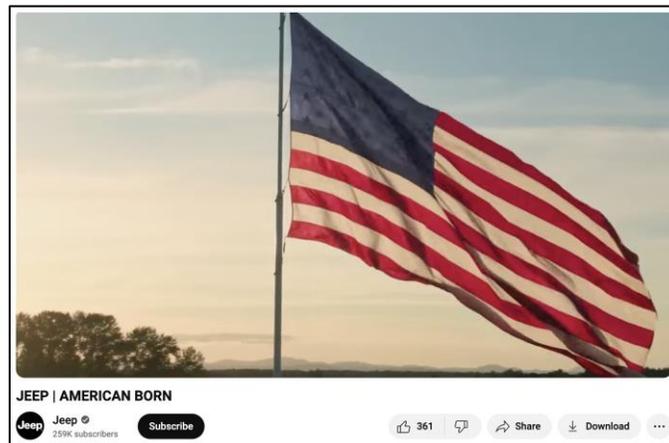
Specifically, in new commercials released over the weekend, Dodge, Ram, and Jeep are deceptively claiming their vehicles are “built” and/or “made” in the United States.<sup>2</sup>



*“Building the world’s fastest, most powerful 3-row SUV right here in the Motor City.”*



*“Built from the ground up in America, investing billions more to build what’s next. Ram has always powered American freedom.”*



*“We build every Wrangler and Gladiator right here in Toledo. The Grand Cherokee and Grand Wagoneer built right here in Michigan.”*

In reality, however, Dodge, Rams, and Jeeps are assembled in the U.S. using a significant amount of imported parts.<sup>3</sup> As such, these brands’ built and made in the USA claims are deceptive and in violation of Section 5 of the FTC Act, 15 U.S.C. § 45. To the extent similar deceptive claims are repeated in physical or digital labels, they would also be in violation of the FTC’s Made in USA Labeling Rule, 16 CFR Part 323.

Stellantis has every right to boast of its brands’ assembly plants in the United States that create American jobs and strengthen the U.S. economy, but it cannot illegally embellish the amount of manufacturing that takes place domestically. Such deception is especially harmful when, as here, it is disseminated during a particularly vulnerable time for U.S. consumers shopping for cars.

Stellantis must ensure that its brands’ marketing messages are truthful, nondeceptive, and in compliance with the law.

We trust Stellantis will take immediate action to rectify this deceptive marketing.<sup>4</sup>

If you have any questions, please do not hesitate to contact us.

Sincerely,



Laura Smith, Esq.  
Legal Director  
Truth in Advertising, Inc.

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<sup>1</sup> FTC, Complying with the Made in USA Standard, <https://www.ftc.gov/businessguidance/resources/complying-made-usa-standard>. See also *United States v. iSpring Water Systems, LLC, et al.*, Stipulated Order for Civil Penalties, Permanent Injunction, and Other Relief, Apr. 19, 2019, [https://www.ftc.gov/system/files/documents/cases/172\\_3033\\_ispring\\_water\\_systems\\_-\\_stipulated\\_order.pdf](https://www.ftc.gov/system/files/documents/cases/172_3033_ispring_water_systems_-_stipulated_order.pdf) (“‘Made in the United States’ means any representation, express or implied, that a product or service, or a specified component thereof, is of U.S.-origin, including, but not limited to, a representation that such product or service is ‘made,’ ‘manufactured,’ ‘built,’ ‘produced,’ or ‘crafted’ in the United States or in America, or any other U.S.-origin claim.”); Made in USA Labeling Rule, 16 CFR Part 323 (“The term Made in the United States means any unqualified representation, express or implied, that a product or service, or a specified component thereof, is of U.S. origin, including, but not limited to, a representation that such product or service is ‘made,’ ‘manufactured,’ ‘built,’ ‘produced,’ ‘created,’ or ‘crafted’ in the United States or in America, or any other unqualified U.S.-origin claim.”).

<sup>2</sup> Dodge | American Born commercial, April 5, 2025, [https://www.youtube.com/watch?v=MP-G\\_CiekBI](https://www.youtube.com/watch?v=MP-G_CiekBI); Ram | American Born commercial, April 5, 2025, <https://www.youtube.com/watch?v=3OJkSFOvZxM>; Jeep | American Born commercial, April 5, 2025, [https://www.youtube.com/watch?v=cmO-n0\\_Ixt4](https://www.youtube.com/watch?v=cmO-n0_Ixt4).

<sup>3</sup> See U.S. Department of Transportation, NHTSA, Part 583 American Automobile Labeling Act Reports, <https://www.nhtsa.gov/part-583-american-automobile-labeling-act-reports>; U.S. Department of Transportation, NHTSA, Part 583 American Automobile Labeling Act Report for 2025 makes and models, [https://www.nhtsa.gov/sites/nhtsa.gov/files/2025-04/MY2025-AALA-Alphabetical%204\\_7\\_2025.pdf](https://www.nhtsa.gov/sites/nhtsa.gov/files/2025-04/MY2025-AALA-Alphabetical%204_7_2025.pdf).

<sup>4</sup> Several other automotive companies have ceased making deceptive built in USA claims following TINA.org investigations. See *The Marketing Myth of the ‘Made in USA’ Car*, Apr. 7, 2025, <https://truthinadvertising.org/articles/the-marketing-myth-of-the-made-in-usa-car/>.