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Dodge Brand and Mopar Introduce Vehicle Information Smartphone Applications

- Free new feature available for all Dodge vehicles
- New Mopar apps offer access to Customer Care and 24-hour road-side assistance, product-feature video demonstrations and connections with fellow owners via the company's brands on social media sites
- One-stop spot for general information about customer's Dodge vehicle, including operation, maintenance and warranty information
- App available for download to smartphones powered by Android, iTunes or BlackBerry platforms

January 19, 2011, Auburn Hills, Mich. -

The Dodge brand and Mopar are making it easier than ever for owners to connect with their vehicles, giving electronic information at their fingertips with a free, new smartphone application.

The new Mopar apps provide vehicle operation, maintenance and warranty information, as well as product feature video demonstrations, connections with fellow owners via the company's brands on social media sites and access to customer care and 24-hour road-side assistance. Because the system is digital, it also allows Dodge to make updates to the "electronic" owner's manual in real-time.

"Dodge vehicles feature the latest technology to keep our active customers connected and on the move," said Ralph Gilles, President and CEO - Dodge Car Brand. "This is an example of how we are better connecting with our Dodge owners, responding to their needs and growing our relationship with them."

New Dodge Durango and Charger owners can now download vehicle information applications to select personal smartphones. The new Mopar feature, developed by Michigan-based Tweddle Group, is designed to support vehicles in the U.S. market. The applications will first be available for iPhone and later for BlackBerry and Android devices on major mobile carriers. Applications for the Avenger, Journey and Grand Caravan will be available in mid-January 2011.

"Dodge's new vehicle-information application is part of our company's customer care initiatives and creates a convenient, on-demand channel of communication with our customers," said Pietro Gorlier, President - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "This communication will enhance customer experience with a source for owners and potential owners to learn about Dodge products."

Application Features

These new Dodge smartphone vehicle information apps will complement existing user guides and DVDs that are currently provided with each vehicle. Each vehicle-information app will allow the consumer to browse functional categories and view detailed topics of interest relative to their specific vehicle.

Key feature categories include product information, vehicle operating instructions, vehicle maintenance schedules, service contract details, warning lights and controls, warranty information and customer assistance. Other features and benefits include links to Mopar parts and accessories, product brand gear and merchandise and social media sites. The app will also contain high-resolution product information images and videos.

About Dodge

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships

and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Grand Caravan, Journey, Avenger and Challenger, and the Dodge Caliber and Dodge Nitro.

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About the Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck vehicles - a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

More than 70 Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s - the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth "package cars" equipped with special high-performance parts. Mopar carried a line of "special parts" for super stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use.

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