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Chrysler, Dodge, Jeep®, Mopar® and Ram Truck Brands Offer New Merchandise On-line

- All-new clothing and accessories tailored to the lifestyle of each brand
- Vehicle brands join Mopar® with logo apparel and merchandise offerings

February 2, 2010, Auburn Hills, Mich. -

Perhaps you are a hardcore fan of the Dodge Challenger, in love with your Jeep® Liberty, think your Chrysler 300C is red-carpet worthy, one of those people who would not be caught driving anything other than your award-winning Ram truck or can't wait to buy more Mopar® accessories for your Dodge Challenger. If this sounds like you, and you have the desire to express yourself, the Chrysler, Dodge, Jeep, Mopar and Ram Truck brands have a new shopping experience tailored to your needs.

Starting today, fans, enthusiasts and consumers can log on to the Chrysler, Dodge, Jeep, Mopar or Ram Truck brand web sites to view the new clothing and accessories that are available for purchase.

"Chrysler, Dodge, Jeep, Mopar and the Ram Truck brands each attract a different customer, and the clothing and accessories offered on the brand sites represent the lifestyle and attitude of that customer," said Olivier Francois, President and CEO - Chrysler Brand and Head of Marketing, Chrysler Group LLC. "Each brand offers merchandise that is high quality and made of substantial materials. We also offer products from companies that share our passion for substance and style."

The Chrysler Collection (www.Chrysler.com/Collection)

Refined and stately, the "Chrysler Collection" features luxury gifts, accessories for travel and home, and fine clothing. Offering items that would fit perfectly in a home or office, the luxury gifts collection features items such as a solid mahogany humidor, a black leather portfolio and an elegant assortment of writing instruments. The travel and home collection offers distinct items tailored to the Chrysler brand customer such as a leather wine bottle carrier, a three-finger cigar case and a Blue and Café Brown leather tote from Clava®. Men's and women's cashmere sweaters are offered in the clothing boutique, which also includes oxford shirts for men and cozy jackets for women.

Dodge Life (www.Dodge.com/Life)

Clothing and accessories that are style driven, vehicle influenced and include a taste of the iconic Dodge vehicles for which the brand is known is what the Dodge consumer will find on the "Dodge Life" website. The new Dodge look was created by the designers who live, breathe and create the Dodge cars seen on the road today: Winnie Cheung, Vince Galante and Tome Jovanoski. The design team has given a new look and feel to the Dodge brand clothing which now evokes an edgier, urban style that is comfortable for wearing on a road trip or at the race track. Dodge Life features hoodies and tees with the new Dodge brand "D" apparel logo, as well as iconic Super Bee, Challenger and Charger logos. The clothing collection features apparel for men, women and kids. And, collectors will be pleased to find numerous die-cast models from yesterday and today.

Jeep Gear (www.Jeep.com/Gear)

"I Live. I Ride. I Am. Jeep" is not just a tagline; it's a way of life for Jeep devotees. Whether it's on the slopes or on the trail, the Jeep Gear site offers items for men, women, kids and man's best friend. Trail headlamps, UV-filtering sunglasses and a Swiss Army rescue tool are must-have items for off-roaders. Performance fleece and water-resistant jackets and vests are perfect for those who crave outdoor adventure. And, for pet lovers, the site features items, such as a collapsible bowl, matching leash and collar and other accessories. Completing the site are a collection of military-inspired t-shirts, as well as a collection of go-anywhere t-shirts from American Apparel.

Ram Trucks Outfitter (www.Ramtrucks.com/Outfitter)

Whether it's on the work site or in a hunting blind, Ram Truck customers work and play hard, and they want equipment that's durable and dependable, just like the truck they drive. Cow-hide work gloves that give an extra handle on any job, a heavy-duty G-Shock watch with atomic timing suitable for any construction site or an 18-can cooler in high-definition in all-purpose camouflage are just a snapshot of the items featured in the Ram Truck Outfitter site. Men's clothing includes a long-sleeve Henley shirt thick enough to provide breathable base layer of warmth and a shadow-plaid flannel-lined fleece shirt. A variety of short and long-sleeve American Apparel t-shirts are available for women as well as polo shirts with moisture wicking to help keep cool in warm weather.

Mopar Authentic Performance Gear (www.mopar.com)

Customers now have online access to a variety of products ranging from the muscle-car era to the present – whether looking back to the glory days of the Max Wedge and original HEMI® in muscle-inspired apparel, or to the newest styles that are perfect for the go-fast crowd at the drag strip. Products range from original car club replica jackets to clothing made of the latest technical fabrics to a variety of branded accessories including Mopar- and HEMI-logo key chains and a Mopar car flag. Whether it's for Muscle, Street, Speed or Trail fans, the new line of clothing and accessories allow customers to show their loyalty to the Mopar brand.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram Truck, Mopar® and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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