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Mopar® Introduces Industry-first Owner-information Apps; Industry-first Jeep® Camper Trailers; Electronic Vehicle Tracking System (EVTS); Online Ordering System; Brand-specific Toll-free Customer-care Phone Numbers

November 15, 2010, Los Angeles - The Mopar® brand is full-speed ahead.

"Whether it's service, parts or customer care, we are fully leveraging the Mopar brand at every turn," said Pietro Gorlier, President and Chief Executive Officer - Mopar, Chrysler Group LLC. "The Mopar brand has tremendous equity and we are building on it by continuing to offer cutting-edge technology, innovative accessories, authentic proven parts, and quality customer service."

Industry-first Owner-information Apps

Chrysler Group was the first automotive company to replace traditional, bulky owner manuals with DVDs and user guides. The company now offers the industry's first smartphone vehicle-information application. Information that used to be stuffed into the glove box is now at your fingertips.

In addition to general vehicle information including vehicle operation, maintenance and warranty, this new app offers 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.

"With our vehicle-information app, we are taking customer care to a new level by creating a convenient, on-demand channel of communication with our customers," said Gorlier. "Creating this new channel of communication will enhance the customer experience. And it's a great example of how we can add value to our vehicles and build brand identity. This new app will also be a source for potential customers to learn about our vehicles."

The vehicle-information app for the all-new 2011 Jeep® Grand Cherokee is available for download on to personal smartphones. The vehicle-information app, developed by Michigan-based Tweddle Group, is designed to support vehicles in the U.S. market. The app will first be available for iPhone® and later for Blackberry® and Android™ devices on major mobile carriers.

The application, which is free to the consumer, will eventually phase into select future Chrysler, Dodge, Fiat, Jeep and Ram Truck vehicles in the U.S.

App Features

New Chrysler, Dodge, Fiat, Jeep and Ram Truck smartphone vehicle-information apps will complement existing user guides and DVDs that are currently provided with each vehicle. Each vehicle-information app allows 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.

Industry-first Jeep Camper Trailers

Go anywhere and sleep anywhere in Jeep Camper Trailers from Mopar.

Jeep and Mopar are helping to set up camp for off-road enthusiasts; they are the first in the industry to offer customers off-road camper trailers.

Designed to meet off-road capabilities of Jeep 4x4 vehicles, Jeep Trail and Extreme Trail campers incorporate Jeep

Wrangler's rugged design cues, including Jeep Wrangler Rubicon 17-inch cast-aluminum wheels (with 5-lug by 5-inch bolt pattern to utilize most Jeep vehicles' spare tire), taillights, fender flares, rear bumper (Trail Edition camper only), badging and hood-tie downs. Both Jeep camper trailers may be ordered at local Jeep dealers.

"Our trailers are specifically designed and engineered to meet strict capability requirements of Jeep," said Gorlier. "Mopar will continue to offer features that enhance the customer's experience with our brands and our vehicles."

Jeep Trail Edition Camper for Casual Campers

The all-new Jeep Trail Edition camper is designed for the Jeep enthusiast looking to hit the trails with the family.

Unlike conventional recreational campers, the Jeep Trail Edition camper features an extensive use of lightweight tubular-aluminum construction (no wood or fiberboard materials) in order to ensure a long life and trouble-free light-weight towing.

The Jeep Trail Edition camper features Jeep Wrangler Rubicon's 32-inch BF Goodrich Mud Terrain tires, which provide excellent traction and 12 inches of ground clearance. Underneath, a unique torsion-bar trailing-arm suspension provide confident maneuvering and on-trail durability articulation. For protection, heavy-duty diamond-plated aluminum is strategically used to handle abuse from the elements.

Unfold the rugged diamond-plated aluminum top (capable of supporting 450 lbs of gear), and the Jeep Trail Edition camper reveals spacious living quarters with 76 inches of headroom and space that sleeps up to four people. A comfortable multi-use sofa folds out into a bed, while a queen-sized bed provides maximum comfort for two adults. A built-in cabinet provides space for camping gear, while all-aluminum construction delivers a clean look and contributes to the camper's light-weight design.

A stowable center table offers occupants a place for dining or a surface for board games, while a 110-volt power inverter provides additional cooking, heating, cooling and entertainment options. Enclosing the home-away-from-home are premium window screens and privacy shades.

Available accessories include Mopar's black aluminum Jeep Wrangler taillight guards (P/N: 82209330, MSRP: \$143) for even more legendary Jeep styling. In addition, an available 6-foot by 6-foot exterior awning with screen enclosure (P/N: LLROOM06, MSRP: \$650) expands the Jeep Trail Edition camper's covered space for additional all-weather enjoyment. Improving the standard 2-inch trailer-hitch ball is an available heavy-duty pintle hitch with a 360-degree rotating axis for maximum off-road maneuvering and on-trail articulation (P/N: LLHOOK02, MSRP: \$735).

The all-new Jeep Trail Edition camper is available through Mopar at local Jeep dealerships with a Manufacturer's Suggested Retail Price (MSRP) of \$9,995 (which includes destination).

Following are part-number details for Jeep Trail Edition camper accessory models:

- Jeep Trail Edition camper in Bright Silver Metallic and Black (P/N: LLBASE01)
- Jeep Trail Edition camper in Flame Red (P/N: LLBASE02)
- Jeep Trail Edition camper in Mango Tango Pearl (P/N: LLBASE03)
- Jeep Trail Edition camper in Natural Green Metallic (P/N: LLBASE04)

Following are dimensions for Jeep Trail Edition camper:

- Weight: 850 lbs.
- Height: 49.5 inches
- Width: 88 inches
- Ground clearance: 12 inches

Jeep Extreme Trail Edition Camper for Extreme Off-landers

The all-new Jeep Extreme Trail Edition camper is designed to handle maximum off-road capability that hard-core off-road enthusiasts crave, with additional trail equipment to go anywhere and do anything.

Starting with the Jeep Trail Edition camper's off-road engineered suspension, the Jeep Extreme Trail Edition camper ups the ante with a heavy-duty frame, more ground clearance (15 inches) and a full-underbody skid plate. Larger 35-inch BF Goodrich Mud Terrain tires provide a beefier trail-ready aesthetic and sit below black diamond-plated aluminum fenders. These unique design fenders are mounted higher on the Jeep Extreme Trail Edition camper in

order to accommodate up to 37-inch tires for maximum off-road capability. Improving the standard 2-inch trailer-hitch ball is an available heavy-duty pintle hitch with a 360-degree rotating axis for maximum off-road maneuvering and on-trail articulation (P/N: LLHOOK02, MSRP: \$735).

The all-new Jeep Extreme Trail Edition camper is available as a Mopar accessory at local Jeep dealerships with a MSRP of \$11,995 (which includes destination).

Following are part-number details for Jeep Extreme Trail Edition camper accessory models:

- Jeep Extreme Trail Edition camper in Bright Silver Metallic and Black (P/N: LLPREM01)
- Jeep Extreme Trail Edition camper in Flame Red (P/N: LLPREM02)
- Jeep Extreme Trail Edition camper in Mango Tango Pearl (P/N: LLPREM03)
- Jeep Extreme Trail Edition camper in Natural Green Metallic (P/N: LLPREM04)

Following are dimensions for Jeep Extreme Trail edition camper:

- Weight: 1,050 lbs.
- Height: 52 inches
- Width: 88 inches
- Ground clearance: 15 inches

Electronic Vehicle Tracking System

With Mopar's new Electronic Vehicle Tracking System, owners will always know the location of their vehicle.

"Mopar's new tracking system provides vehicle owners the peace of mind that comes with always knowing where their vehicle is located," said Gorlier. "And if someone else is driving their vehicle too fast or too far, the system can be enabled to send them a text."

Mopar's system is powered by Guidepoint Systems, the leader in GPS-enabled stolen vehicle recovery systems. Unlike other vehicle tracking systems, the Mopar EVTS offers nationwide tracking without a subscription. The system is available on Chrysler, Jeep, Dodge and Ram Truck vehicles and vehicles with a 16-pin diagnostic data port.

The Mopar EVTS is offered in three packages: Base, Silver and Gold. The Base plan offers a GPS stolen-vehicle locator, real-time GPS stolen-vehicle tracking and a \$1,000 theft-protection warranty. The system is transferable and upgradeable, with no subscription fees.

For added protection and service, owners may choose a Silver or Gold plan. The Silver plan includes "Security Fence," a feature that allows owners to set speed and distance parameters for their vehicles. If and when set parameters are exceeded, a text alert is sent to the EVTS registered owner.

Other vehicle monitoring features available in the Silver plan include arrival/departure notification, historic trace maps of a vehicle's past locations, 24/7 emergency service dispatch, automatic theft notification, online tracking and OnCall, an on-board panic button.

The Gold plan includes all of the features in the Silver package along with unlimited online tracking and a full concierge service, allowing vehicle owners to receive directions, make reservations and receive other needed assistance at the touch of a button using the EVTS registered owner's cell phone.

The Mopar Electronic Vehicle Tracking System is currently available as a Mopar accessory at Chrysler, Dodge, Jeep and Ram Truck dealers.

Mopar EVTS Base Plan

- GPS stolen-vehicle locator service
- Real-time GPS stolen-vehicle tracking
- \$1,000 theft protection warranty
- Transferable
- Upgradeable
- Part number: 82212457
- MSRP: \$459 (does not include installation)

Mopar EVTS Silver Plan

- E-Call 24/7 emergency service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (200 per year)
- Part number: 82212459
- Annual Fee: \$149 (one-year service, renewable)

Mopar EVTS Gold Plan (available only at time of installation)

- E-Call 24/7 emergency service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (unlimited)
- Full concierge service
- Annual Fee: \$249 (one-year service, renewable)

Online Ordering System

With online ordering, Mopar now makes it easy for consumers to purchase authentic parts and accessories. Consumers may now log on to the Mopar eStore at www.mopar.com and purchase any of the more than 100,000 parts and accessories available for a variety of Chrysler, Dodge, Jeep, Plymouth and Ram vehicles.

"Approximately 40 percent of consumers who are in the market to purchase parts and accessories will shop online," said Gorlier. "Our Mopar eStore addresses this market and is a critical sales channel for the brand."

Working closely with the dealership network, Mopar ships parts anywhere in the United States, including Alaska and Hawaii. Delivery time will vary depending on the shipping method selected and part availability. Consumers can expect to receive their merchandise within two to five days.

Dedicated, Brand-specific Toll-free Customer-care Phone Numbers

Chrysler Group LLC is tearing a page out of Fiat's customer-care approach. The company now offers dedicated brand-specific toll-free customer-care phone numbers in the United States for Chrysler, Dodge, Jeep and Ram brands.

"In an effort to personalize our service and match customer expectations, we created distinct points of contact for our Chrysler, Dodge, Jeep and Ram customers," said Gorlier. "From a service standpoint, we want to add more value to our customers' experience with our vehicles. By establishing dedicated toll-free phone lines for each of our brands, we are creating a one-stop shop for customers to get specific information about their vehicle and promptly resolve any issues they may have."

In addition to enhancing customer service, brand-dedicated phone numbers will enable the company to quickly identify, track and resolve issues.

Following are new dedicated, toll-free U.S. phone numbers for each brand:

800-CHRYSLER (800-247-9753)
 877-IAM-JEEP (877-426-5337)
 800-4ADODGE (800-423-6343)
 866-RAMINFO (866-726-4636)

Mopar-First Features

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to market with innovative new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

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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