

Chrysler Group LLC Launches Online Quiz to Raise Consumer Awareness of Certified Pre-Owned Vehicle Program

- Automotive quiz raises awareness of certified pre-owned vehicle benefits
- Animated crash test dummy hosts competition
- Consumers play the game at www.whatsmyaq.com

January 24, 2011, Auburn Hills, Mich. -

Chrysler Group LLC has created an animated crash test dummy named Carl to build awareness of its Certified Pre-Owned Vehicle (CPOV) program.

This unlikely spokesman resides online and is ready to test consumers' knowledge on auto-related pop culture in a fun, interactive experience called "What's My AQ (automotive quotient)?" Carl gets right to the point - he wants to know whether your automotive brain is the size of a Hemi® engine or a lug nut.

Carl, the air-guitar strumming crash test dummy with tattooed arms and a playful but slightly irreverent attitude, can be found at www.whatsmyaq.com. Carl hosts the online competition, asking consumers a series of six multiple-choice questions such as "How many Dodge Chargers were used during the making of 'The Dukes of Hazzard' TV series?" and "What vehicle launched the invention of the premium SUV segment in 1993?"

"We are providing consumers with an entertaining online experience while educating them about what a smart choice a certified, pre-owned vehicle can be for many people," said Fred Diaz, President and Chief Executive Officer - Ram Truck Brand and Lead Executive for U.S. Sales. "This interactive experience melds automotive pop culture with value messages interspersed throughout this engaging quiz."

Players are competing against each other in cyberspace, so the faster a player correctly answers the questions, the better the score. Players can post their scores on a national leader board and see how they rank against the competition.

Not only is Carl entertaining, he's also informative, cleverly injecting important benefits of the CPOV program into the conversation, such as certified pre-owned vehicles go through a rigorous 125-point inspection process, and come with a complimentary three-month subscription to SIRIUS Satellite Radio and a standard CARFAX vehicle history report.

So, just how many Dodge Chargers were used in the filming of 'The Dukes of Hazzard' TV series? You'll have to play the game to find out. When consumers complete the game, they can search for a specific vehicle by entering their Zip Code and searching Chrysler Group Certified Pre-Owned Inventory. Or they can click on several icons for greater details on warranty information, the 125-point inspection, CARFAX report, roadside coverage, optional vehicle protection plans, Mopar® accessories, and the complimentary SIRIUS subscription.

Research shows that less than 30 percent of the North American population understands the tremendous value inherent in purchasing a pre-owned vehicle.

Chrysler, Jeep®, Dodge and Ram Truck certified pre-owned vehicles offer many benefits, including peace of mind to consumers in the market for a pre-owned vehicle. Chrysler Group CPOV program vehicles have less than 75,000 miles and are less than six model years old. Among the many benefits for consumers purchasing a certified pre-owned vehicle are:

- A seven-year/100,000-mile Powertrain Limited Warranty on 2010 model year and newer certified pre-owned vehicles
- A three-month/3,000-mile Maximum Care Warranty that covers virtually all operational components
- A 125-point vehicle inspection with upgraded reconditioning using MOPAR parts exclusively. MOPAR parts are engineered to the same standard as the original equipment part
- A \$35 rental vehicle allowance if the vehicle needs to be in for overnight service
- A full range of service contracts, including lifetime warranty upgrades (Chrysler Group LLC is the only manufacturer to offer this option)

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Dodge, Jeep®, Ram Truck and Mopar® 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'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-size cars, allowing Chrysler Group to offer an expanded product lineup including environmentally friendly vehicles.

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