

Chrysler Group LLC Announces Top 15 Mopar Accessories for FIAT 500

More Than 150 Ways to Accessorize the FIAT 500

- More than 150 quality-tested Mopar accessories including key covers, graphics, bike carriers, roof racks, and seat covers
- Industry-first Wi-Fi allows owners to utilize electronic devices as far as 150 feet from vehicle
- Complete list of accessories at www.Mopar.com

July 27, 2011, Auburn Hills, Mich. - From a \$21 locking gas cap to a \$1400 body kit, FIAT® will offer more than 150 accessories through Mopar for its all-new 2012 Fiat 500.

"The FIAT 500 is one of the most accessorized vehicles in Europe," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "We expect that trend to continue here in North America and will offer more than 150 accessories for those looking to personalize their ride. Our all-new FIAT 500 is the perfect canvas for customization."

Following is Mopar's list of its Top 15 accessories for the all-new 2012 FIAT 500:

Custom Key Covers: Take a piece of the FIAT 500's unmistakable style wherever you go. Key covers are easily changeable, come in sets of two and are available in the following designs and colors:

Blue solid/Black with graphic (MSRP: \$48, PN: 82212676)

Red solid/Red with graphic (MSRP: \$48, PN: 82212677)

500 logo/Checker (MSRP: \$48, PN: 82212675)

Roof and Hood Graphics: Large selection of graphics and designs to cover the entire roof include American, Canadian, Italian and Mexican flags. Selection also includes a variety of race stripes and checkered and striped graphics. MSRP ranges from \$319 to \$534.

Body-side Stripe Graphics: Stripes are made of the highest quality 3M™ material and are available in a range of colors, sizes and designs. MSRP ranges from \$409 to \$439.

Body-side Molding Inserts: Includes a variety of colors and designs. MSRP: \$99.

Roof Rack: Removable rack accommodates, bike, ski, watersports and luggage carriers. MSRP: \$399, PN: TR484764

Bike Carriers: Two bike carriers are offered: a roof-mounted bike carrier and a hitch-mounted carrier.

Roof-mounted Carrier (Rack required)

Rack: MSRP: \$399, PN: TR484764

Carrier: MSRP: \$116, PN: TCOES599

Hitch-mounted Carrier (Receiver required)

Receiver: MSRP: \$99, PN: 82212504

Carrier: MSRP: \$192, PN: TH912RWY

UCONNECT Web: Each passenger may separately access the Web on the go. In-vehicle router receives 3G broadband Internet, allowing access to social media, maps, e-mail, online games, music and more. Works with Wi-Fi-enabled device. Subscription required and sold separately. MSRP: \$399 PN: 82211856AC

Seat Covers: Tailored for a perfect fit, these covers will protect original upholstery and won't block seat controls.

They are easily removable and washable. For Sport front seats: MSRP: \$199, PN: 82212845; For Pop and Lounge front seats: PN: 82212487; For all rear seats: MSRP: \$159, PN: 82212488

Slush Mats: Black custom-fit mats are molded and feature the 500 logo. Deep grooves help prevent water, snow and mud from getting on to the carpet. MSRP: \$79, PN: 82212444AB

Chrome Shift Knob: Amp up the interior with a chrome shift knob. Installation is easy and all hardware is included. For automatic transmission only. MSRP: \$49, PN: 82212468

Chrome Fuel Door: Unique, one-piece-design chromed fuel door features FIAT logo. Manufacturer's Suggested Retail Price (MSRP): \$209, Part Number (PN): 82212507

Door-sill Guards: Guards, which protect door sills from scratches, are made of brushed stainless steel and include the 500 logo. MSRP: \$69, PN: 82212420

Chrome Hood Spear: A design cue from the original design, the spear is mounted on the center of the hood and gives a nod to the FIAT 500's past in the form of a chrome accent that stands out in front. MSRP: \$89, PN: 82212565

Front-end Cover: Protect your new prize from bugs, dirt, and debris. Front –end covers are designed to securely fit the contours of the FIAT 500. Unique two-piece construction allows the hood to be opened without removing the cover. MSRP: \$149, Lounge and Pop PN: 82212441; Sport PN: 82212805

Molded Splash Guards: Protect lower body of vehicle with black splash guards which feature the FIAT 500 logo. For rear wheel s only. MSRP: \$22, PN: 82212404

Mopar-First Features

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone 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 introduce 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
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Brand-specific customer-care telephone lines: first to offer Sunday service hours to customers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

About 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, Jeep, Dodge 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, Jeep, Dodge 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.

About the 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers high levels of safety, fuel economy, quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio. To learn more, visit: www.fiatusa.com.

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