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### **Chrysler Group LLC to Launch Next Step in Enhancing Overall Customer Experience**

Company to Showcase New Mopar® e-Store and FlexTech Program at National Automobile Dealers Association Convention and Expo

- In collaboration with dealers, brand re-launches new Mopar e-Store
- Mopar FlexTech dealer program to enhance customer experience in Chrysler Group dealerships
- Program raises customer awareness of Mopar brand
- Chrysler Group dealers to get first look at FlexTech offerings at NADA Convention
- Mopar introduces new 75th anniversary merchandise

February 2, 2012, Auburn Hills, Mich. - Mopar continues to enhance the customer experience with Chrysler Group's brands, vehicles and dealerships.

After recently launching a new owner-center website, where customers register their vehicles online for personalized service and customer care, Mopar will re-launch a new version of its Mopar e-Store and introduce a new FlexTech program for Chrysler Group dealers. And to continue its celebration of the 75th anniversary of the brand, Mopar will introduce new merchandise.

FlexTech, a new program designed to raise awareness of the Mopar brand, engages customers in Chrysler Group dealerships and enhances the overall customer experience. Mopar will introduce the new FlexTech program at the 2012 National Automobile Dealers Association (NADA) Convention and Expo in Las Vegas, Feb. 3-6.

The FlexTech program offers Chrysler Group dealers flexible, new Mopar-branded merchandising displays, furniture and graphics for dealership showrooms, customer waiting areas, retail shops and service departments.

"From new, contemporary waiting rooms to our new owner centers, dealers attending the NADA convention will see our vision of the customer experience within our dealerships," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "Our new program is designed to foster customer loyalty to the dealership and further support all of our brands."

Customers soon will see the Mopar brand more prominently in Chrysler Group dealerships.

"Mopar's effort to enhance the customer experience complements our dealer standards initiative which has dramatically increased the skill and competency of dealership personnel, has prompted many of our dealers to renovate and modernize their facilities, and has transformed our new-car showrooms into proper showcases for our brands," said Peter Grady, Vice President of Network Development and Fleet for the Chrysler Group.

Chrysler Group dealers have been asking the Mopar brand for attractive displays in their showrooms and dealerships that better present Mopar parts, accessories and apparel.

**Owner Centers:** New owner-center website offers personalized features and services to meet customer needs. The new website enables Chrysler Group vehicle owners to view vehicle information and service history, learn how to use vehicle features, develop customized vehicle galleries and receive special offers. Owners simply enter their Vehicle Identification Number (VIN), and they're good to go. Dealers may feature this feature in new Media Centers offered by Mopar.

**Mopar e-Store:** Chrysler Group dealers have the opportunity to add a new Mopar e-Store to their website. This new intuitive parts and accessories shopping experience includes easy filtering of parts and accessories by vehicle make/model/trim or by VIN. The new store includes the full Mopar catalog, with new parts added throughout the year. Consumers will have the ability to see how Mopar accessories can enhance the look of their vehicle through a 3-D visualizer that is embedded in both the online and in-dealership experiences.

**75th anniversary merchandise:** In celebration of Mopar's 75th anniversary, a unique line of merchandise will be available. From items that showcase Mopar's heritage logos to those that feature the anniversary badge, the range of product will vary from unique gift sets to custom-designed jackets.

FlexTech offerings are available for many areas of the dealership:

**Showroom:** Literature racks that hold Mopar brochures; attractive glass pillar display cases that act as brand beacons to showcase Mopar accessories and apparel; tabletop displays for small impulse-purchase items like touch-up paint and even Mopar floor graphics that adhere to linoleum floor surfaces.

**Retail Shop:** Retail merchandisers – highly flexible racks – that have the capacity to display everything from Mopar-branded hats and T-shirts to antifreeze, RPM gauges, and authentic Mopar parts. If a dealership does not have a retail shop area, these mobile merchandise fixtures work well just about anywhere in the dealership. The more traditional wall-mounted fixtures also are available.

**Brand Exploration Wall:** Mopar has a long, rich history of 75 years. This nine-panel wall is a dynamic visual that tells the Mopar brand story. For example, the heritage panels inform customers that the Mopar brand was created in 1937, and the name was formed by combining the words "MOTOR" and "PARTS." The magnetic graphic panels may be changed easily for different themes and promotions.

**Service Drive:** The same type of signs and graphics used by the Mopar brand at auto shows now are available for the dealership service drive. Painted service lane graphics and overhead signs direct customers to the appropriate lane – "Express Lane" for a quick oil change or "Service" for maintenance and repairs. Customers and service advisors interact at stylish brushed-aluminum service desks, while Web-based Service Media Centers display service menus, videos, and advertisements.

**Tire and Maintenance:** This zone features a variety of mobile and wall-mounted tire and wheel racks, as well as displays for wiper blades and floor mats.

**Waiting Room:** Customers can work on their laptops while seated at a contemporary Owner Media Bar while waiting for their vehicle to be serviced. Dealers also can choose contemporary luxury chairs, stools, standard chairs and coffee tables for their waiting room, as well as wall graphics, a comment card box, individual workstations and soffits for lighting.

### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

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

### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and

accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat S.p.A. brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

### **75 Years of Mopar**

Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for antifreeze product in 1937. 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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