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**Mopar® Introduces Live, Mobile TV; Online Ordering System; Brand-specific, Toll-free Customer-Care Phone Numbers; New Crate Engines; Aluminum Engine Blocks; Merchandise**

- First automaker in the United States to offer live, mobile TV
- Programming includes: ABC, ABC Entertainment, ABC Family, ABC News, Adult Swim Mobile, CBS, CBS College Sports, CBS News, CNBC, Comedy Central, Disney Channel, Disney Channel Original Movies, ESPN, ESPNEWS, ESPN 2, Fox, Fox News Channel, Fox Sports, FUEL TV, MSNBC, MTV, NBC, NBC2Go, NBC News, NBC Sports, Nickelodeon, Playhouse Disney, SoapNet and Speed; available on select Chrysler, Jeep®, Dodge and Ram vehicles as a Mopar option
- More than 100,000 Mopar® parts, accessories and performance parts now available for purchase online at the Mopar eStore at [www.mopar.com](http://www.mopar.com)
- Personalized customer-care phone numbers for Chrysler, Jeep, Dodge and Ram brands take page out of Fiat's approach
- Mopar's expanded crate-engine offerings to include 572 cubic-inch V-8 HEMI, and a new 4.7-liter I-6 long block
- Mopar first to offer all-aluminum HEMI® engine blocks in three variations

February 9, 2010, Chicago -

Mopar® is channeling live, mobile TV into Chrysler, Jeep, Dodge and Ram vehicles. The company will showcase its new technology at the 2010 Chicago Auto Show.

Chrysler Group LLC is the first automaker in the United States to offer live, mobile TV to consumers. The system offers something for everyone: college and professional sports, breaking news, children's shows, primetime sitcoms, reality TV and daytime dramas.

"We are the first automaker in the United States to offer live, mobile TV in more than 100 metropolitan markets," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "Live, mobile TV gives our customers the ultimate in entertainment and it's a great example of how Mopar adds value to our Chrysler, Jeep, Dodge and Ram brands.

"With Mopar's wide range of options and accessories, customers may customize their vehicles to fit their needs and aspirations," Gorlier added. "In addition to accessories, Mopar also supports each brand with excellent customer service, enhanced with cutting-edge service-tool technology including wireless diagnostic."

Until now, the challenge for mobile TV has been to deliver high-quality, uninterrupted coverage in urban environments and at highway speeds. Existing mobile TV systems in the United States either offer limited channels or require larger satellite dishes on vehicle roofs – and a large price tag to match.

Mopar's suggested retail price is \$629, plus installation. A one-year pre-paid subscription is included with installation. The entertainment package is available as a dealer-installed option on the following 2008-2010 model-year vehicles with factory DVD entertainment systems: Chrysler Town & Country, Jeep Grand Cherokee, Jeep Commander, Dodge Grand Caravan, Dodge Journey, Dodge Nitro, Ram 1500 and Ram 2500/3500.

The service also may be added to select 2008-2010 model-year vehicles when new Mopar headrests or seat-top DVD entertainment systems are purchased.

### **How it Works**

Television signals are delivered through a dedicated multicast network built by San Diego-based FLO™ TV Inc., a live, mobile TV service provider, and a wholly owned subsidiary of Qualcomm Inc. FLO TV offers live and time-shifted programming from top entertainment brands.

The service is available in more than 100 major markets and many interstate driving corridors, however it is not available in some rural areas.

Audiovox Corp., of Hauppauge, NY, supplies FLO TV Auto Entertainment hardware that integrates with Chrysler, Jeep, Dodge and Ram vehicles' existing entertainment systems and new Mopar 7-inch DVD screen systems. A small antenna, similar in size to a laptop mouse, is mounted on a vehicle's roof to deliver the digital TV signal. Inside the vehicle, the receiver and wiring are installed under the interior trim of the vehicle and are not visible to occupants.

User-friendly wired and wireless remote controls allow viewers to easily surf channels, similar to TV systems at home. Mopar's live, mobile TV option includes a 3-year/36,000-mile warranty on new vehicles or a 12-month/12,000-mile warranty on used vehicles for hardware and installation.

### **Mopar eStore**

With online ordering, Mopar makes it easy for consumers to purchase authentic parts and accessories. Consumers may now log on to the Mopar eStore at [www.mopar.com](http://www.mopar.com) and purchase any of the more than 100,000 parts and accessories available for a variety of Chrysler, Jeep, Dodge, Ram and Plymouth 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 will be a critical sales channel for the brand."

Mopar will ship 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.

"With hundreds of new parts and accessories for 2010, Mopar continues to grow its catalog of proven, quality-tested parts and accessories," said Gorlier. "And with our Mopar eStore, customers now have the ability to conveniently order parts and accessories online and have them delivered to their doorstep."

Mopar accessories and parts feature precise fit and finish and are designed and engineered to meet all of Chrysler Group LLC's original-equipment specifications and quality standards. Catalog information and downloads are available at [www.mopar.com](http://www.mopar.com).

### **New Crate Engines, Long Blocks and Aluminum HEMI Engine Blocks for Racing or Off-road Applications**

Mopar will get racing and off-road enthusiasts buzzing with its enhanced lineup of engines and components, which includes the industry's first aluminum HEMI engine blocks. Mopar will offer three aluminum versions based on the popular 6.1-liter block, all of which are up to 98 pounds lighter than the cast-iron production version found in the company's SRT8 vehicles.

The first all-aluminum option is a 6.1-liter HEMI block – a direct replacement for the factory production cast-iron 6.1-liter HEMI engine block. The second option is prepped for a 426 cubic-inch (~6.9-liter) engine and the third option is an engine-builder's special or "X Block," which has rough-machined bores that allow for up to 468 cubic inches (~7.6-liter).

Beyond the new aluminum HEMI engine blocks, Mopar will continue to support the traditional enthusiast with a broad range of HEMI crate engines including the 6.1-liter V-8, 5.7-liter V-8, 426 cubic-inch V-8, 472 cubic-inch V-8, 528 cubic-inch V-8, and a new 572 cubic-inch V-8. With 650 horsepower and a monstrous 660 lb.-ft. of torque, the 572 cubic-inch HEMI is the centerpiece of Mopar's crate engine program. It continues the heritage of the 1960's HEMI engines made popular in vehicles including the Plymouth Barracuda "HEMI 'Cuda," Plymouth Satellite and Dodge Charger.

Mopar also will introduce a new 4.7-liter I-6 Stroker long block, a powerful upgrade for the 4.0-liter I-6 made famous in Jeep vehicles built from 1991-2006. Because off-road enthusiasts appreciated the dependability and performance of

the previous 4.0-liter engine, Mopar developed a more powerful engine that delivers an expected 265 horsepower and 290 lb.-ft. of torque. The engine will fit in any Jeep vehicle previously equipped with the 4.0-liter I-6 engine.

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

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

"In an effort to personalize our service and match customer expectations, we've created distinct points of contact for our Chrysler, Jeep, Dodge 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 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)

New contact information will be sent to existing Chrysler, Jeep, Dodge and Ram owners whose vehicles are still under warranty. The information is also included on each brand website including Mopar.com and in 2010 DVD owner manual and quick-reference guide information. The existing customer-care line (800-992-1997) will also remain in operation.

#### **Mopar Merchandise ([www.mopar.com](http://www.mopar.com))**

Mopar customers 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 wearables made of the latest technical fabrics to a variety of branded accessories including Mopar- and HEMI-logoed keychains 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, Ram, Dodge, 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, Dodge Challenger, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing the Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

#### **Mopar 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 vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles – a direct connection that no other aftermarket parts company can provide.

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 former 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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