

Chrysler Group's Uconnect Launches Industry-First Dealer-Activated Navigation System

- Factory-installed navigation system activated by dealer days, weeks, months or years after vehicle purchase – an industry-first
- Accommodates voice commands for destination entry; responds with turn-by-turn audio and visual cues
- Eliminates dashboard clutter incurred with portable devices

January 6, 2013, Las Vegas - The growing importance of navigation systems is not lost on Chrysler Group. Accordingly, the company has unleashed the power of its celebrated Uconnect system to accommodate customers seeking a change in direction.

In an industry-first, Chrysler Group dealers can activate navigation functions in vehicles equipped with certain Uconnect systems. Uconnect offers navigation capability, but not all customers choose the option at the time of sale.

"Sometimes customers don't realize what they want until they need it," says Marios Zenios, Vice President-Uconnect Systems and Services. "That's fine. We can help. With dealer-activated navigation, we are adopting a 'no-customer-left-behind' attitude."

Dealer-activated navigation, featured here at the 2013 Consumer Electronics Show, makes its debut this year. It will be initially available on the 2013 Ram 1500 full-size pickup, SRT Viper and the 2014 Fiat 500L.

Because the necessary hardware already is resident in the vehicle, dealer-activated navigation affords a major convenience over portable devices, which create clutter and require charging or smartphone data plans – or both.

Dealer-activated navigation boasts the same map data as pre-ordered systems, including:

- Points of interest
- Junction views
- Lane guidance
- Speed-limit information
- Intersection zoom
- Trip programming

In addition, dealer-activated navigation features turn-by-turn audio instructions to further encourage drivers to keep their focus on the task at hand – driving.

Dealer-activated navigation bodes particularly well for used-car buyers, Zenios says.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>