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## **Mopar® Launches Industry-first – uconnect web Bringing Wireless Internet Connectivity to Chrysler, Jeep® and Dodge Consumers**

- uconnect web, Chrysler LLC's in-vehicle wireless Internet connectivity system, transforms a Chrysler, Jeep® or Dodge vehicle into a mobile WiFi "hot spot"
- Secure and reliable high-speed Internet connectivity enhances the customer experience by providing entertainment and real-time information access to all vehicle passengers
- uconnect web is available as a dealer-installed Mopar® accessory

September 4, 2008, Auburn Hills, Mich. - Mopar® has launched uconnect web, Chrysler LLC's in-vehicle wireless Internet connectivity for Chrysler, Jeep® and Dodge consumers in the U.S. uconnect web, powered by Autonet

Mobile, delivers continuous Internet connectivity to all vehicle passengers for entertainment and real-time information access on the go.

uconnect web is available as a dealer-installed Mopar Accessory. Mopar is Chrysler LLC's original equipment parts manufacturer and distributor.

The industry-first technology provides high-speed data transfer, combining WiFi and 3G connectivity. uconnect web transforms the vehicle into a mobile "hot spot," delivering unlimited, reliable and uninterrupted Internet connectivity for all passengers in and around the vehicle.

Wherever cellular service is available, uconnect web enables all vehicle passengers to simultaneously connect with WiFi-enabled devices like a laptop, iPhone, Nintendo Wii portable handheld device, PDA and more to:

- access the Internet for e-mail, chat and IM
- surf Web sites – Disney, Skype, Facebook, MySpace, Webkinz, YouTube, Flickr and more
- check weather reports or directions, shop, play games, make dinner reservations and watch movie previews
- view streaming movies or television shows
- download music and download/upload images

"Mopar's uconnect web brings a new level of convenience and technology to our Chrysler, Jeep and Dodge vehicles," said Sunil Lahoti, Senior Manager – Mopar Marketing & Brand Strategy, Chrysler LLC. "With uconnect web, all passengers in the vehicle are continuously connected to the Internet. They can make dinner reservations, check directions or weather, make online purchases, surf Facebook, MySpace, Disney or Webkinz, watch the latest YouTube videos, upload photos to a Flickr account—all at the same time."

"uconnect web goes beyond today's DVD and GPS solutions, letting passengers extend their Internet lifestyle to the car," said Sterling Pratz, CEO of San Francisco-based Autonet Mobile. "The Internet is the future of in-car entertainment. We're delighted to be working with Chrysler LLC to deliver the first WiFi Internet access that lets families, business and leisure travelers stay connected."

The U.S. Manufacturer's Suggested Retail Price (MSRP) for the router module is \$499. Dealer installation is estimated at approximately \$35-50. Autonet Mobile offers wireless Internet account service at \$29 a month, available

in 12-, 24- and 36-month service plans. There is a one-time \$35 service activation fee. Customer support assistance for hardware and service is available.

Run over integrated 3G and 2.5G (EVDO, 1xRTT) cellular data networks, the router module with antenna hard-mounts in any vehicle. High-speed Internet access ranges from 400-800 Kbps/sec., with upload speeds averaging 400 Kbps/sec. The WiFi connection is secured with WEP encryption, MAC address restriction or WAN port restriction. Compatible with all operating systems supporting WiFi including Windows, Mac, Linux and Solaris, no special software is required. The opening screen includes a declaration by the consumer that he or she isn't driving.

#### **About Autonet Mobile**

Autonet Mobile is the first wireless Internet service provider for vehicles. Founded by a corporate executive and former race car driver and a leading network architect and designer, the company is dedicated to enhancing the in-car experience, by bringing the power of the Internet to the 200+ million cars on the road in the U.S. Autonet Mobile currently provides Avis Rent a Car with the Avis Connect service and is used by Storm Chasers, NASCAR and others. For more information about Autonet Mobile visit [www.autonetmobile.com](http://www.autonetmobile.com).

#### **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.

Originally used in the 1920s, Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for a line of antifreeze products in 1937. It was also 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.

Today, Chrysler LLC's Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components, restoration parts, accessories and performance parts for Chrysler, Jeep and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards.

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