

Demand for Remote Start Increases 20 Percent at Chrysler Group LLC More and More Drivers Start Car from Afar

- Remote Start available on Chrysler, Jeep®, Dodge and Ram vehicles through Mopar

Auburn Hills, Mich., Nov. 30, 2009 -

Drivers, remote-start your engines.

More and more Chrysler, Jeep®, Dodge and Ram customers are adding the ultra-convenient Remote Start feature to their vehicles. In 2009, Mopar sales for Remote Start are up 20 percent.

Nearly 90 percent of Chrysler, Jeep, Dodge and Ram vehicles are available with Remote Start. Those customers who want to add the feature after purchase, or who buy a used vehicle without Remote Start, will turn to Mopar for the feature.

"Remote Start is becoming less of a luxury and more of a necessity," said Pietro Gorlier, President and Chief Executive Officer, Mopar Service, Parts and Customer Care. "As we head into winter and the holiday gift-giving season, we expect even more of our customers to warm up to Remote Start."

Drivers with Remote Start may start their vehicle from up to 300 feet away, allowing the engine to warm up and the interior of the vehicle to heat or cool based on the pre-set temperature. The engine will stay on for 10 minutes and will shut off if a key is not inserted into the ignition.

Unlike other aftermarket offerings, Mopar's Remote Start system utilizes proven, quality-tested factory components and is seamlessly integrated into the vehicle without any splicing or cutting of existing wires. In addition, Mopar integrates and combines the function into one key fob, eliminating the need for excess fobs. Remote Start is fully covered under the vehicle's bumper-to-bumper new-vehicle warranty or Mopar's 12-month/12,000-mile limited warranty, whichever is most advantageous to the customer.

Remote Start is available on 2008-2010 model-year Chrysler, Jeep, Dodge and Ram vehicles. Depending on the vehicle, the Manufacturer's Suggested Retail Price (MSRP) ranges from \$235 to \$299, plus installation. The installation process takes approximately one hour and may be done at any Chrysler, Jeep, Dodge and Ram store.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram, 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, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group LLC to offer an expanded product line including environmentally friendly vehicles.

About Mopar

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 1960's – 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 in order to enhance speed and handling for both road and racing use.

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