

## Chrysler Group Offers Complimentary Uconnect Access Trials

- Six- to 12-month complimentary trials for registered customers
- WiFi on demand at daily, weekly and monthly rates
- Uconnect Access makes Chrysler Group first U.S. automaker to introduce cloud-based, hands-free, voice-activated texting
- System debuts on 2013 Ram 1500 pickup, SRT Viper supercar

September 23, 2012, Auburn Hills, Mich. - Chrysler Group is offering complimentary trials of its innovative new in-vehicle connectivity system, Uconnect Access.

Registered owners of the revamped 2013 Ram 1500 and all-new 2013 SRT Viper will be the first consumers to experience Uconnect Access, which delivers in-vehicle services and capabilities that bring peace of mind and driving enjoyment with maximum convenience.

Trial duration is six or 12 months, depending on vehicle configuration. During this time, customers can avail themselves of breakthrough features designed to help them stay connected with the outside world, while remaining attentive to the task at hand – driving.

"Today's consumers have varying needs for in-vehicle connectivity, so we have made it our mission to satisfy them by providing solutions that are – first and always – easy to use," says Marios Zenios, Vice President - Uconnect Systems and Services. "Because keeping drivers focused on the road is paramount at Chrysler Group."

Chrysler Group's strategic partnership with Sprint enables a revolutionary new connected driving experience. Embedded cellular technology combines a cloud-based voice-recognition system with the on-board voice-recognition system, which makes possible conveniences such as single-step, natural-language voice commands for location-search and navigation-system activation.

Uconnect Access also supports Voice Texting for compatible, Bluetooth-equipped smartphones with Message Access Profile (MAP). Incoming text messages can be broadcast inside the vehicle, enabling the driver to dictate free-form responses or compose new messages for phonebook contacts, all with the touch of a steering-wheel button – no need to memorize pre-determined phrases.

Uconnect Access makes Chrysler Group the first U.S. auto maker to introduce cloud-based, hands-free, voice-activated texting.

In addition, the system seamlessly brings the Internet into the 1500 and Viper, transforming them into WiFi hotspots capable of supporting multiple devices. Connection prices start at \$14.99 for daily connectivity. The weekly rate is just \$15.00 more at \$29.99, while a monthly connection is \$49.99.

Looking for a point of interest? Uconnect Access features Bing, a voice-activated, live-and-local search engine.

Simply push the voice-recognition button and request information about, for example, the nearest museum, theater or Italian restaurant. Bing then compiles a list of choices organized by proximity and star-ratings.

Make a selection and place a hands-free phone call to the location, or have the address immediately sent to the navigation system as a destination.

Uconnect Access also is valuable in emergency situations. The system's embedded cellular connection provides

direct, one-button access to 9-1-1 dispatchers. The easy-to-reach button is located on the vehicles' rear-view mirrors.

A second mirror button connects vehicle occupants with a roadside-assistance provider or Uconnect Care – Chrysler Group's product-support network.

Uconnect Care's call-center agents will have the ability to lock or unlock a customer's vehicle. A PIN-protected Uconnect Access smartphone app and web portal will do the same, in addition to activating the lights, horn and remote-start functions on a user's vehicle.

Theft-alarm notification and stolen-vehicle assistance are also included in the complimentary trial.

Uconnect Access services are currently exclusive to the U.S. Post-trial pricing will be announced in the New Year.

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