

Contact: Kimberly Shults  
Bryan Zvibleman

### **Ram is First Truck in Texas to Offer Live, Mobile TV**

Chrysler Group LLC to Showcase New TV Technology in Heavy-Duty Ram at Dallas Auto Show

- Company now offers live, mobile TV in eight 2010 model-year vehicles: Chrysler Town & Country, Jeep Grand Cherokee, Jeep Commander, Dodge Grand Caravan, Dodge Journey, Dodge Nitro, Ram 1500 and Ram 2500/3500
- Watch live sports, breaking news, kids' programs and primetime network shows in the back seat
- Content includes programming from ABC, ABC Entertainment, ABC Family, ABC News, Adult Swim Mobile, CBS, CBS College Sports, CBS News, CNBC, CNN Mobile, 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
- Feature available now as a Mopar option for \$629 plus installation, includes one-year subscription
- Mopar's live, mobile TV option includes 3-year/36,000-mile warranty for new vehicles and a 12-month/12,000-mile warranty on used vehicles

March 2, 2010, Dallas - Live, mobile TV technology is now available in Texas.

Mopar, Chrysler Group's service, parts and customer care brand, is channeling live, mobile TV into Chrysler, Jeep®,

Dodge Car and Ram Truck vehicles. The company will showcase its new technology in a Ram 2500 at the 2010 Dallas 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.

### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram and Mopar brand vehicles and products. With the resources, technology and worldwide distribution network required to compete effectively 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.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler Town & Country, Jeep Wrangler, Dodge Challenger and Ram 1500. 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 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, in order to enhance speed and handling for both road and racing use.

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