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## **Chrysler Group LLC Debuts New Uconnect® Mobile Exhibit at 2012 International Consumer Electronics Show**

- New display features the latest Uconnect technologies available on Chrysler Group vehicles

January 5, 2012, Auburn Hills, Mich. - Chrysler Group LLC will show the latest consumer electronics technologies and premium audio systems available in their vehicles at the 2012 International Consumer Electronics Show (CES).

The company will unveil an all-new open and entertaining mobile exhibit featuring Uconnect Touch™ media center, Beats™ by Dr. Dre audio system and the all-new 2013 Dodge Dart interior, which will be unveiled at the 2012 North American International Auto Show. This is the first year the Chrysler Group will have a presence at the show, and the exhibit will be located in the Central Plaza of the Las Vegas Convention Center. The annual event takes place in Las Vegas from Tuesday, Jan. 10 – Friday, Jan. 13.

"Chrysler Group has listened to its customers to understand the types of technologies people want in their vehicles," said Marios Zenios, Head of Uconnect Systems and Services, Chrysler Group LLC. "Uconnect offers communication and entertainment systems that are easy to learn, easy to use and enable the driver and passenger to stay connected and entertained in a safe and responsible manner while on the road."

Show attendees will have an opportunity to receive a hands-on demonstration of the Chrysler Group's Uconnect technologies that offer entertainment, hands-free phone, navigation, voice command and controls offered in Chrysler Group vehicles. The new mobile display will highlight:

- Navigation – Learn how to control Garmin's award-winning navigation system via Voice Command
- Entertainment – Choose from SiriusXM satellite Radio, traditional broadcasts or bring your personal collection, connect multiple media sources, and listen to tunes on the studio quality Beats audio system.
- SiriusXM Traffic - Provides real time traffic speed and flow information along with accident information to assist drivers in routing around congested areas
- Sirius XM Travel Link - Enhance the time spent in your vehicle using a suite of data services including fuel prices, weather forecasts, sports scores and movie information
- Bluetooth – Operate phone and texting features hands-free via Uconnect, or stream Internet radio from apps like iHeartRadio
- Experience how your car can communicate with you, leading edge, and information center graphics
- Discover the simplicity and convenience of staying connected and entertained via Uconnect

Showgoers also will have an opportunity to learn about the partnership with Beats by Dre, and listen to the exclusive audio system available in the 2012 Chrysler 300S and 2012 Dodge Charger.

Chrysler Group's CES daily show schedule includes:

### **Tuesday, Jan. 10**

10 a.m. - noon: DJ Performances

Noon - 2 p.m.: Play "Call of Duty®: Modern Warfare® 3" video game on a 12-foot LED monitor – highest score of a 5-minute game wins Beats By Dr. Dre headphones

2 - 6 p.m.: DJ Performances

### **Wednesday, January 11**

9 a.m. - noon: DJ Performances

10 a.m. - noon: Watch Winnie Cheung, Dodge Dart interior designer sketch

1 – 5 p.m.: DJ Performance, Clear Channel's iHeartRadio presents DJ Prostyle

2 – 5 p.m.: Watch Winnie Cheung, Dodge Dart interior designer sketch

2 – 6 p.m.: Chrysler Group and Beats By Dr. Dre Reception

#### **Thursday, January 12**

9 a.m. - noon: DJ Performances

9 a.m. - noon: Watch Winnie Cheung, Dodge Dart interior designer sketch

Noon – 2 p.m.: Play "Call of Duty®: Modern Warfare® 3" video game on a 12-foot LED monitor – highest score of a 5-minute game wins Beats By Dr. Dre headphones

2 - 6 p.m.: DJ Performances

#### **Friday, January 13**

9 a.m. – noon: DJ Performances

9Am - Noon Watch Winnie Cheung, Dodge Dart interior designer sketch

Noon – 2 p.m.: Play "Call of Duty®: Modern Warfare® 3" video game on a 12-foot LED monitor – highest score of a 5-minute game wins Beats By Dr. Dre headphones

2 – 4 p.m.: DJ Performances

#### **About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 to establish a global strategic alliance with Fiat S.p.A., produces Chrysler, Jeep®, Dodge, Ram, Mopar®, SRT® and Fiat vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler Group's culture of innovation, first established by Walter P. Chrysler in 1925, and Fiat's complementary technology that dates back to its founding in 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300 and Town & Country, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500. Fiat contributes world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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