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Chill Out: Mopar Vehicle Protection® Road Hazard Plans and Mopar Accessories Provide Additional Cold-weather Coverage

- Mopar Vehicle Protection® (MVP) Road Hazard Tire & Wheel Plans offer added coverage for cold-weather roads
- Plans cover damage from pot holes, curbs and other road hazard conditions
- Mopar Vehicle Protection Plans covering anywhere from one to seven years can be purchased exclusively through company dealerships or FIAT Studios
- Mopar all-weather accessories offer additional protection from harsh elements
- Mopar heated windshield washer solvent kit helps eliminate snow and ice
- Mopar remote start warms up vehicles from as far away as 300 feet
- More than 350 winter tire fitments available at dealerships or FIAT Studios

November 17, 2014, Auburn Hills, Mich. - Colder weather has arrived, with pothole season right behind. Now customers can avoid being left out in the cold when roads get rough thanks to Mopar Vehicle Protection® (MVP) Road Hazard Tire & Wheel Plans, which offer extra coverage in the event of pothole, curb and other road hazard damage, as well as with Mopar all-weather accessories that help defend against Mother Nature's harsher elements.

"Our MVP Road Hazard Tire & Wheel Plans provide coverage from pothole damage and more without putting a hole in your pocketbook," said Pietro Gorlier, President and CEO — Mopar Service, Parts and Customer Care. "In addition to the extra protection provided by MVP Plans, Mopar also offers a full complement of all-weather accessories to get you where you need to go during the cold-weather driving season."

Winter months are particularly hard on vehicles, and roads can be devastating to tires and wheels. Mopar Vehicle Protection (MVP) Road Hazard Tire & Wheel Plans, available exclusively through company dealerships and FIAT Studios, can be purchased with coverage ranging from one to seven years. Drivers can rest assured that with an MVP Road Hazard Protection Plan, their vehicles' tires and wheels will be repaired with no hassle and minimum expense.

MVP Road Hazard Tire & Wheel Plan

The MVP Road Hazard Tire & Wheel Plan provides full repair or replacement costs up to \$1,500 per year for all four tires and wheels. That's not just for factory wheels, but for aftermarket wheels as well.

Plans may be purchased at any time in a vehicle's life and cover damage from curbs, potholes, and other road hazard conditions. The MVP Road Hazard Protection Plan also covers the cost of mounting, balancing and stems. And if the tire pressure sensor gauge is damaged due to a road hazard, that's covered, too.

The plan even provides \$100 "Sign-And-Go" towing and roadside assistance, all with a \$0 deductible per repair visit.

The MVP Road Hazard Tire & Wheel Protection Plan also offers the choice of a Customer Convenience Package that provides additional coverage, including:

- \$35 First Day Rental (or taxi reimbursement in lieu of rental)

- \$35/Day Car Rental Allowance (or taxi reimbursement in lieu of rental)
- \$1,000 Trip Interruption Coverage

All 2003 model year (or newer) vehicles, with no more than 100,000 miles, are eligible for MVP Road Hazard Tire & Wheel Plans. Plans cannot be sold on vehicles with a new or pre-owned major plan. The effective date and mileage are based on the plan sale date and odometer reading at time of the plan purchase. Restrictions may apply in some states.

Mopar All-weather Accessories

Owners also can choose from a full catalog of Mopar accessories to cope with most anything Mother Nature dishes out over the coming months.

For a clear view of the road ahead, the Mopar heated windshield washer solvent kit warms up washer solution to help eliminate visual distractions such as ice, snow and frost. The Mopar heated windshield washer solvent kit activates shortly after vehicle start up, and includes all applicable wiring and equipment.

When cold days come, owners can start their vehicles from the comfort of their homes or offices with the Mopar Remote Start system. The fully integrated, OEM-tested system starts vehicles from as far away as 300 feet with just the push of a button. The Mopar Remote Start system is designed to work with Chrysler, Dodge, Jeep, Ram or Fiat brand vehicles and interfaces seamlessly with the vehicle's electronic security key.

Those who view powder on the mountains as a call to arms can pursue their active lifestyle with an assist from the Mopar Ski and Snowboard Rack. The rack securely carries skis or snowboards on a rack that easily installs on Mopar or Thule crossbars. An oversized push button allows for easy opening while wearing gloves. And when owners are finished on the slopes, Mopar All-Weather Slush Mats feature molded, deep ribs to protect a vehicle's carpet and keep it clean by trapping and holding water, snow and mud from winter boots.

For information on the Mopar heated windshield washer solvent kit, remote start system, ski/snowboard rack and slush mats, as well as additional Mopar all-weather accessories such as splash guards, cargo/tray mats and more, visit www.mopar.com.

Mopar Winter Tires

Considering the harsh winter experienced by most of the country last year, winter tires are a wise choice for most vehicle owners. Company dealerships and FIAT studios have almost 350 winter tire fitments available through Mopar to assist customers in navigating cold-weather roads.

Mopar winter tire applications are available for all company vehicles, as well as for most competitive makes and models. Popular brands including Bridgestone, Goodyear, Yokohama, Pirelli, BF Goodrich, Michelin and Continental are available and are competitively priced compared with other major tire retailers.

Mopar Brand

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA vehicles – a direct connection that no other aftermarket

parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

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