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Chrysler Group LLC is First Automaker in the United States to Offer Live, Mobile TV with up to 20 Channels

- Watch live sports, breaking news, kids' programs and primetime network shows in the back seat
- Live mobile TV available on Chrysler, Jeep®,Dodge Car and Ram Truck vehicles as a Mopar® option
- Live TV viewing of CBS Mobile, CNBC, Comedy Central, FOX News, MSNBC, MTV, NBC 2Go, Nickelodeon and more
- *FLO TV*™Auto Entertainment will be available in late December for $629 plus installation, includes one-year subscription
- Mobile TV option includes 3-year/36,000-mile warranty for new vehicles and 12-month/12,000-mile warranty on used vehicles

October 28, 2009, Auburn Hills, Mich. -

Mopar® is channeling live, mobile TV into Chrysler, Jeep®, Dodge Car and Ram Truck vehicles.

Starting in late December, Chrysler, Jeep®, Dodge Car and Ram Truck customers may watch many of their favorite TV programs with a dealer-installed mobile TV option from Mopar®.

Chrysler Group LLC is the first automaker in the United States to offer live mobile TV to consumers with the capacity for as many as 20 channels through *FLO TV*™Auto Entertainment. The system offers something for everyone: college and professional sports, breaking news, children's shows, primetime sitcoms, reality TV and daytime dramas.

Mopar will showcase *FLO TV*™Auto Entertainment at the Specialty Equipment Market Association (SEMA) Show in Las Vegas next week.

"We want to offer our customers the ultimate in entertainment," said Pietro Gorlier, President & Chief Executive Officer, Mopar Service, Parts & Customer Care. "With FLO TV Auto Entertainment, we are the first automaker to offer mobile TV with the capacity for as many as 20 channels."

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 large 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 FLO TV service subscription is included with installation.

The entertainment package will be 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 can be added to select 2008-2010 model-year vehicles when new Mopar headrest 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, including CBS Mobile, CNBC, Comedy Central, FOX News, MSNBC, MTV, NBC 2Go and Nickelodeon.

Up to 20 channels will be available in late December when the feature is available for dealer installation. By the end of 2009, the FLO TV service should be available in more than 100 major markets and many interstate driving corridors. The FLO TV service is not available in some rural areas.

Audiovox Corp., of Hauppauge, NY, supplies FLO TV™ Auto Entertainment hardware that integrates with Chrysler, Jeep, Dodge Car and Ram Truck 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 FLO TV™ Auto Entertainment 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 Car, Ram Truck 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 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 Car and Ram Truck vehicles. Mopar parts are unique in that they are engineered by the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep and Dodge Car and Ram Truck vehicles – a direct connection that no other aftermarket parts company can provide.

About FLO TV

The FLO TV service combines the best content, an intuitive user interface and a superior multicast network to deliver a quality TV viewing experience for consumers. FLO TV offers full-length simulcast and time-shifted programming from the world's best entertainment brands, including ABC, ABC Entertainment, ABC Family, ABC News, Adult Swim Mobile, CBS, CBS College Sports, CBS News, CNBC, 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. Based in San Diego, Calif., FLO TV Incorporated is a wholly owned subsidiary of Qualcomm Incorporated. Further information is available at www.flotv.com .

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 to enhance speed and handling for both road and racing use.

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