

Chrysler Group LLC To Open Dedicated Brand-specific, Toll-free Customer-care Phone Numbers

- Move Mirrors Fiat Approach to Customer Care

January 10, 2010, Auburn Hills, Mich. -

Chrysler Group LLC is tearing a page out of Fiat's customer-care approach. On January 18, the company will open dedicated brand-specific toll-free customer-care phone numbers in the United States for Chrysler, Jeep, Dodge and Ram brands.

"In an effort to personalize our service and match customer expectations, we are creating distinct points of contact for our Chrysler, Jeep, Dodge and Ram customers," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "From a service standpoint, we want to add more value to our customers' experience with our vehicles. By establishing dedicated toll-free phone lines for each of our brands, we are creating a one-stop shop for customers to get specific information about their vehicle and promptly resolve any issues they may have."

In addition to enhancing customer service, brand-dedicated phone numbers will enable the company to quickly identify, track and resolve issues.

Following are new dedicated, toll-free U.S. phone numbers for each brand:

- 800-CHRYSLER (800-247-9753)
- 877-IAM-JEEP (877-426-5337)
- 800-4ADODGE (800-423-6343)
- 866-RAMINFO (866-726-4636)

New contact information will be sent to existing Chrysler, Jeep, Dodge and Ram owners whose vehicles are still under warranty. The information will also be included on each brand website and in 2010 DVD owner manual and quick-reference guide information. The existing customer-care line (800-992-1997) will also remain in operation.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Ram, Dodge, Mopar and Global Electric Motorcars (GEM) brand vehicles and products. With the resources, technology and worldwide distribution network required to compete 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 – from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing the Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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