

## **Mopar® Introduces Electronic Vehicle Tracking System**

If Vehicle is Driven Too Fast or Too Far, System Sends a Text

- Mopar® Electronic Vehicle Tracking System (EVTS) helps locate stolen vehicles, features nationwide tracking
- Available in three packages: Base, Silver and Gold
- Silver plan allows owners to set speed and distance parameters; owners receive text alerts when limits are exceeded, perfect for fleet owners or worried parents
- Gold plan offers unlimited online tracking and full concierge service
- Mopar EVTS starts at \$459

September 26, 2010, Auburn Hills, Mich. - Dude, where's my car? With Mopar®'s new Electronic Vehicle Tracking System, owners will know.

"Mopar's new tracking system provides vehicle owners the peace of mind that comes with always knowing where their vehicle is located," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care. "And if someone else is driving their vehicle too fast or too far, the system can be enabled to send them a text."

Mopar's system is powered by Guidepoint Systems, the leader in GPS-enabled stolen vehicle recovery systems. Unlike other vehicle tracking systems, the Mopar EVTS offers nationwide tracking without a subscription. The system is available on Chrysler, Jeep, Dodge and Ram Truck vehicles and vehicles with a 16-pin diagnostic data port.

The Mopar EVTS is offered in three packages: Base, Silver and Gold. The Base plan offers a GPS stolen-vehicle locator, real-time GPS stolen-vehicle tracking and a \$1,000 theft-protection warranty. The system is transferable and upgradeable, with no subscription fees.

For added protection and service, owners may choose a Silver or Gold plan. The Silver plan includes "Security Fence," a feature that allows owners to set speed and distance parameters for their vehicles. If and when set parameters are exceeded, a text alert is sent to the EVTS registered owner.

Other vehicle monitoring features available in the Silver plan include arrival/departure notification, historic trace maps of a vehicle's past locations, 24/7 emergency service dispatch, automatic theft notification, online tracking and OnCall,™ an on-board panic button.

The Gold plan includes all of the features in the Silver package along with unlimited online tracking and a full concierge service, allowing vehicle owners to receive directions, make reservations and receive other needed assistance at the touch of a button using the EVTS registered owner's cell phone.

Both Silver and Gold packages are available as a one-year, renewable service plan. The Gold Service Plan is available only at the time of activation. Optional service plans do not require additional hardware or installation charges.

The Mopar Electronic Vehicle Tracking System is currently available as a Mopar accessory at Chrysler, Dodge, Jeep® and Ram dealers.

### **Mopar EVTS Base Plan**

- GPS stolen-vehicle locator service
- Real-time GPS stolen-vehicle tracking

- \$1,000 theft protection warranty
- Transferable
- Upgradeable
- Part number: 82212457
- MSRP: \$459 (does not include installation)

#### **Mopar EVTS Silver Plan**

- E-Call 24/7 emergency service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (200 per year)
- Part number: 82212459
- Annual Fee: \$149 (one-year service, renewable)

#### **Mopar EVTS Gold Plan (available only at time of installation)**

- E-Call 24/7 emergency service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (unlimited)
- Full concierge service
- Annual Fee: \$249 (one-year service, renewable)

#### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- FLO TV: first to offer live, mobile television
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

#### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Dodge, Jeep and Ram Truck 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. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.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 1960s-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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