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## **Dodge and Mopar® Announce “No-cost Maintenance Plus” Plan for Durango Citadel and Journey Lux Buyers**

- “No-cost Maintenance Plus” plan offers worry-free driving benefits for three years or 36,000 miles

December 19, 2010, Auburn Hills, Mich. - Dodge and Mopar® are wrapping customers in a worry-free ownership experience. In addition to a load of standard luxury features, the Dodge brand's all-new Durango Citadel and Journey Lux models also feature Mopar's new “No-cost Maintenance Plus” plan, a 3-year or 36,000-mile maintenance plan designed to make lives easier and vehicle ownership hassle-free.

“The new Dodge Durango Citadel and Journey Lux models are loaded with features and content typically found on competitor vehicles priced tens of thousands of dollars more,” said Ralph Gilles, President and CEO – Dodge Brand. “This new no-cost maintenance plus plan gives our loyal customers, as well as customers who are discovering the Dodge brand for the first time, unparalleled peace of mind.”

“Our mission at Mopar is to add value to our customer's experience with our vehicles and our brands,” said Pietro Gorlier, President and CEO – Mopar, Chrysler Group LLC's service, parts and customer-care brand. “With this specific no-cost maintenance plan, we are offering an added benefit to those customers who check all of boxes on their all-new Durango or Journey. In addition, we are helping these customers build a long-term relationship with their local dealer.”

The “No-cost Maintenance Plus” plan has a retail value of \$1,100. Features include:

- Benefits of 3 years or 36,000 miles
- \$0 deductible
- Oil, oil filter changes and lubrication (3-month/3,000-mile service intervals)
- Scheduled and recommended maintenance (6,000-mile intervals)
- \$35/day car rental allowance (car rental allowance for any overnight dealership mechanical repair, 5-day maximum per occurrence)
- \$35/first day rental (car rental allowance or taxi service for any dealership mechanical repair or maintenance service [includes bodywork])
- \$100 “Sign-and-go” towing and roadside assistance
  - Benefits include towing, flat tire change (with existing good spare) battery jump, out-of-gas fuel delivery (maximum 2 gallons), and lockout service (i.e. keys locked in vehicle or frozen lock), as much as \$100 per occurrence
- \$1,000 trip interruption coverage. Provides as much as \$1,000 for lodging, meals and car rental expenses if:
  - The vehicle is inoperable due to a component failure covered by the factory warranty AND
  - The failure occurs more than 100 miles from home

### **2011 Dodge Durango Citadel**

From high-style to high-tech, the Dodge Durango Citadel is loaded with luxury. Standard features include 20-inch chrome-clad wheels, seven-passenger Nappa leather seats, heated and ventilated front seats, perforated leather heated steering wheel, adaptive cruise control, blind-spot/rear cross-path detection, forward-collision warning, sunroof, Garmin navigation radio, High-intensity Discharged (HID) headlamps.

### **2011 Dodge Journey Lux**

The 2011 Dodge Journey Lux standard features include seven-passenger seating, Parkview® rear backup camera, ParkSense® rear park assist system, Uconnect Touch 8.4N, heated leather seats, universal garage door opener,

premium instrument cluster, premium speaker group and 19-inch chrome-clad aluminum wheels.

The “No-cost Maintenance Plus” is available on 2011 model year Dodge Durango Citadel/Journey and Lux vehicles covered by an active 5-year/100,000-mile powertrain warranty at the time of sale.

### **About Dodge Brand**

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

The Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey and Dodge Nitro. Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

### **Mopar-first Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone 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
- Electronic Vehicle Tracking System (EVTS): first to introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- 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 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 and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck 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](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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