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Cool-for-School "Moparized" Minivans

Back-to-school Minivan Supplies From Mopar®

- Mopar offers more than 50 accessories for Chrysler Town & Country and Dodge Grand Caravan
- Best-selling Mopar minivan accessory — molded running boards — make it easier for children to get in and out of Chrysler and Dodge minivans
- Mopar technology keeps passengers connected with Uconnect™ Web, Uconnect Phone and interface module for iPod®
- Easy-to-use head restraint DVD rear-seat video system provides instant entertainment, for the carpool or long road trips
- Mopar roof-mounted bike carriers, rubber slush mats and totes provide worry-free transporting of bicycles, muddy boots or out-of-control science fair projects
- Weekend fun at the campground may be enhanced with a Mopar tent kit, a roof-mounted canoe carrier and a third-row cargo bin and table
- Complete list of accessories and performance parts available at www.mopar.com

September 27, 2009, Auburn Hills, Mich. - With the arrival of the new school year, Mopar is offering Chrysler Town & Country and Dodge Grand Caravan customers a slew of accessories that will move them to the head of the class.

"Since inventing the minivan more than 25 years ago, Chrysler and Dodge have created more than 65 innovations in the minivan segment," said Pietro Gorlier, President & Chief Executive Officer, Mopar Service, Parts & Customer Care. "At Mopar, we can further maximize our minivans with proven, quality-tested technology and hardware."

Following are Mopar's Top 12 school supplies for Chrysler and Dodge minivans:

1. Interface Module for iPod: You can't play your iPod in class, but you can play it loud in your minivan. Using an occupant's iPod loaded with favorite tunes, this interface allows playback through the minivan's audio system. iPod music file navigation is controlled through the iPod's controls. MSRP: \$113

2. Roof-mounted Bike Carriers: Instead of leaving a bicycle behind when weather is unpredictable, Mopar's bike carrier accommodates virtually all types of modern bike designs. Mopar roof-mounted bike carriers are available in two designs: the fork-mounted design carries one bike securely by the front fork and rear wheel, while the upright-mounted design holds one bike locked by the frame with both wheels secured. Both roof-mounted carriers feature extra-large rubber inserts to protect bike surfaces and mount to Mopar Sport Utility Bars. MSRP:

- Roof-mounted Bike Carrier, Fork-mounted \$172
- Roof-mounted Bike Carrier, Upright-mounted \$223
- Sport Utility Bars \$238

3. Molded Running Boards: Best-selling Mopar accessory for minivans — molded running boards provide easy in-and-out access for younger children, while offering a step-height skid-resistant surface for easier access to the Mopar Roof-mounted Bike Carrier. Available as a factory-installed option or an installed accessory at your local Chrysler or Dodge dealership. MSRP \$556

4. Slush Mats: Children love to play in the mud and snow, and Mopar's heavy-duty rubber mats offer protection of the vehicle's carpet, while matching the interior color of Chrysler and Dodge minivans. Deep grooves prevent water, snow and mud from spilling on to the vehicle's carpet, while its rubber-nibbed backing helps keep mats in place.

MSRP:

- First and second-row mats for Stow 'n Go® \$101
- First and second-row mats for Swivel 'n Go™ \$101
- Third-row mat for Swivel 'n Go \$52.75

5. Uconnect™ Web: Keeping students connected, this system provides high-speed WiFi and 3G cellular connectivity for a new level of wireless technology. The system transforms the vehicle into a mobile “hot spot” and provides instant access to web sites, e-mail, personalized music, online gaming, photo albums and more. Manufacturer’s Suggested Retail Price (MSRP): \$499

6. Uconnect Phone: Promoting safety, freedom and hands-free flexibility, especially through 25-mph school zones, this voice-controlled wireless communication system allows operation between mobile phones and the vehicle’s onboard receiver. In addition, an iPod® integration cable offers digital audio quality and simple-to-use controls via the radio and steering-wheel controls. MSRP: \$257

7. Cargo Tote: This four-compartment, portable organizer allows for added storage, and easily collapses when not in use. With its compartmental design and easy-to-grab side handles, the tote is ideal for hauling sports equipment, arts and crafts or snacks for a class field trip. MSRP: \$29.60

8. Head Restraint DVD Rear Seat Video: This innovative seven-inch DVD player features an integrated design into both driver and front-passenger head restraints. With its ideal viewing height, sharp LCD wide-screen display, built-in DVD player, dual audio/video inputs and easy-to-use front-mounted controls, hours of entertainment is only a touch-of-a-button away. In addition to its upholstery-matching color and design, a wireless remote offers additional convenience. MSRP: \$1,625

9. Tent Kit: After a tough school week, this liftgate-mounted tent allows for an instant campground or convenient covered tailgating space. The tent maximizes interior space and offers a stand-alone design with full rain fly, storage net and inside pockets. MSRP: \$312

10. Roof-mounted Canoe Carrier: Making family weekends away from school even better, the roof-mounted single canoe carrier offers easy mounting with its latching nylon straps and anchors to Mopar Sport Utility Bars. MSRP:

- Roof-mounted Canoe Carrier \$78.60
- Sport Utility Bars \$101

11. Third-row Cargo Bin and Table: Offering instant tailgating fun, the large third-row cargo bin — with its dual storage nets and washable construction — keeps cool when filled with ice. A removable table, which also doubles as an insulating lid to the third-row bin, provides a vinyl-covered removable table with folding legs. Dark Khaki and Medium Slate Gray options match Chrysler and Dodge minivan interior colors. MSRP: \$280

12. Hitch Receiver: When the family needs to get away from it all, the hitch receiver is perfect for the family pop-up camper or motorboat, and is specifically designed to meet the 3,600-lb. towing capability for Chrysler and Dodge minivans. It also accommodates the easy-to-use Mopar Hitch-mounted bike carrier with carrying capacity for up to four bikes. (3,600 lb. towing capability for 3.8-liter and 4.0-liter engines equipped with Trailer Tow Group) MSRP:

- Hitch Receiver \$323
- Hitch-mounted Four Bike Carrier \$215

About 2010 Chrysler Town & Country

With more than 25 years of engineering, including 65 minivan-firsts innovations, the 2010 Chrysler Town & Country continues to set the mark in minivan luxury, safety and efficiency. With segment-first Blind-spot Monitoring (BSM) and Rear Cross Path (RCP) accident-avoidance safety systems, unsurpassed 17 city / 25 highway mpg fuel economy — a label unbeaten among minivans, the Chrysler Town & Country remains the best vehicle to transport people and things.

The 2010 Chrysler Town & Country offers customers a contemporary appearance, three different models, two distinct seating and storage systems—Stow 'n Go and Swivel 'n Go—unmatched entertainment systems and more than 40 available safety features. The 2010 Chrysler Town & Country received the U.S. Government’s Five Star crash test rating in both front and side impact tests. The U.S. Manufacturer’s Suggested Retail Price (MSRP) for the 2010

Chrysler Town & Country LX is \$25,995 (including \$820 destination).

About 2010 Dodge Grand Caravan

As the first to introduce the modern minivan in 1984, Dodge continues to revolutionize the family road trip. The 2010 Dodge Grand Caravan offers more than 65 minivan-first features including the minivan-first Stow 'n Go and segment-exclusive Swivel 'n Go seating system, turning the minivan into a “family room on wheels.” The vehicle also offers a minivan-first dual screen DVD entertainment system with SIRIUS Backseat TV with family programming channels that include Nickelodeon, Disney Channel and Cartoon Network Mobile. The 2010 Dodge Grand Caravan received the U.S. Government’s Five Star crash test rating in both front and side impacts. The U.S. Manufacturer’s Suggested Retail Price (MSRP) for the 2010 Dodge Grand Caravan SE is \$23,995 (including \$820 destination).

Mopar 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, Jeep and Dodge 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 vehicles – a direct connection that no other aftermarket parts company can provide.

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 MOTO 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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