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Special Paint Scheme for Brad Keselowski's No. 12 Dodge Charger at Atlanta

Penske Racing Entry to Carry Dodge/Mopar®/FLO TV™ Scheme

March 4, 2010, Auburn Hills, Mich. -

Brad Keselowski's No. 12 Dodge Charger from Penske Racing will carry a special paint scheme featuring Dodge, Mopar® and FLO TV™ this weekend for the Kobalt Tools 500 at Atlanta Motor Speedway (AMS). Keselowski will be making his first NASCAR Sprint Cup Series start at AMS in the No. 12 Dodge/Mopar/FLO TV Charger.

The all-red Dodge Charger will have all three partners - Dodge, Mopar and FLO TV - prominently featured in the paint scheme. The Dodge logo will occupy both rear-quarter panels while the Mopar logo will be positioned on the rear deck lid along with a FLO TV logo, which will also be featured above the rear bumper.

"We are the first automaker in the United States to offer live, mobile television," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "We're excited to team up with Dodge and Penske Racing to promote Mopar and FLO TV to the NASCAR audience."

Dodge swept both Sprint Cup races last year at the 1.54-mile AMS. Keselowski's teammate, Kurt Busch, is the defending Kobalt Tools 500 champion. In three Nationwide Series starts at AMS, Keselowski has one top-five and two top-10 finishes.

When Dodge returned to NASCAR's premier series in 2001, the program included the sponsorship of two cars. That sponsorship continued through the 2007 season. This weekend will mark the first time the Dodge logo has held a primary sponsorship position on a Sprint Cup car since the end of the 2007 season.

Sprint Cup teams will have a 90-minute practice session at 2:30 p.m. on Friday. Qualifying gets underway at 6:10 p.m.

How FLO TV 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.

Content includes programming from ABC, ABC Entertainment, ABC Family, ABC News, Adult Swim Mobile, CBS, CBS College Sports, CBS News, CNBC, CNN Mobile, 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.

The service is available in more than 100 major markets and many interstate driving corridors, however it is not available in some rural areas.

Audiovox Corp., of Hauppauge, NY, supplies FLO TV Auto Entertainment hardware that integrates with Chrysler, Jeep, Dodge and Ram 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 live, mobile TV 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. The suggested retail price is \$629, plus installation. A one-year pre-paid subscription is included with installation.

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 and Ram 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.

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. A complete list of parts is available at www.mopar.com.

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 former 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, in order to enhance speed and handling for both road and racing use.

About Chrysler Group LLC

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep, Dodge, Ram 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, Dodge Challenger 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.

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