



Chrysler Canada: Chrysler Group LLC Introduces Industry-first In-vehicle Wireless Charging

- Charge On the Go
- Charges iPhone, Blackberry, MP3 Players and Droid-based devices
- New Mopar® Feature First Available on All-new 2013 Dodge Dart

Look mom, no wires.

After being the first to eliminate heavy, bulky owner manuals from its vehicles, Chrysler Group LLC, through its Mopar® division, will now be the first to eliminate unsightly dangling power cords in its vehicles by offering in-vehicle wireless charging.

The company will first make the technology available on the all-new 2013 Dodge Dart that arrives in dealerships in the second quarter of this year.

“At Mopar, we look for every single opportunity to make our customers’ lives easier,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “Our industry-first in-vehicle wireless charging system is the perfect solution for those connected customers who are always on the go.”

For easy access, a seamlessly integrated power bin, measuring 21cm x 24 cm x 8cm (8.27 inches by 9.5 inches by 3.25 inches), is installed just below the centre stack and in front of the centre console. The bin has a built-in charging grid that is activated when customers place in their battery-powered device. The unit begins to charge when the vehicle is started. A phone case, specifically designed for a variety of smartphones, is required and included with the feature.

About the Dodge Dart

The new Dodge Dart hits the mark with a modern, unmistakable Dodge design which features great exterior proportions and unmistakable Dodge cues like the “racetrack” taillamps and signature front grille. The exterior not only looks good, but delivers world class aerodynamic performance and an agile, fun-to-drive experience on the road. The Dart is the first Chrysler Group vehicle built on Fiat Group architecture; it’s based off of the award-winning Alfa Romeo Giulietta.

Interior comfort and style are on target for drivers and passengers with a modern blend of precision craftsmanship, exciting bursts of colour and more interior roominess than some mid-size sedans. The new Dodge Dart offers drivers thousands of ways to personalize their car with 12 exterior colours,



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14 interior colour and trim combinations, 3 fuel-efficient engines, 3 transmissions, 7 wheel choices and 5 trim levels. Dart customers can choose a vehicle that fits their personality without sacrificing comfort or value. The all-new 2013 Dodge Dart offers the interior room of some mid-size sedans, class-leading safety, state-of-the-art technology and unmistakable style starting at a Canadian MSRP of just \$15,995 (excluding destination).

Mopar-First Features

Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V10 drag-race package car
- Camper trailers: first to introduce off-road camper trailers
- 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 and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat S.p.A. brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. vehicles — a direct connection that no other aftermarket parts company can provide.



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75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for antifreeze product in 1937. 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. The brand has expanded to include technical assistance and customer support.

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