

MOPAR® at the 2017 Geneva International Motor Show

- **Spotlight trained on Mopar® One, the thrilling Jeep Wrangler with 100% street legal pack designed to enhance off-road performance.**
- **“At your service”: Mopar by its customers' side for 80 years.**
- **“Original Accessories”: exclusive accessories for FCA brands on display.**
- **Mopar digital platforms and Online Booking: the world of FCA aftersales at your fingertips.**
- **FCA Customer Care: placing the customer in the centre.**
- **Mopar Vehicle Protection: more certitudes, more freedom, more value.**
- **Mopar 4 Fleet: B2B services.**

Mopar, the global brand that accompanies Fiat Chrysler Automobiles customers throughout their motoring experience, by providing technical services and support for all their performance, safety or customisation related needs, will be present at the 2017 Geneva Motor Show again this year. At the FCA brand stands, the public will see a pick of the many products offered to customers when they buy their vehicle and later on to personalise it with exclusive services and accessories. Particularly noteworthy is the Mopar® One pack created to maximise the off-road experience: the most complete Mopar range for customers who demand the very best in terms of style, safety and performance.

Mopar® One, a 100% street legal pack to enhance off road performance

A Jeep Wrangler Rubicon, equipped with 2.8 litre 200 HP turbo diesel engine paired with a five-speed automatic transmission, will be on show in the Mopar corner of the Jeep stand. Sure to capture the attention of visitors is the original Blue Chief livery, which is a tribute to the iconic 1977 Jeep Cherokee Chief, and the Mopar® One accessory pack for complete customisation which guaranteed by the manufacturer and type-approved for sales in Europe. Mopar® One is the answer to the needs of enthusiastic, discerning customers and an important milestone in the growth of the brand.

Available for orders from March in Jeep dealerships, the Mopar® One pack includes 2" lifting kit, anti-roll bar and 17" x 8.5" Performance Gladiator black alloy rims, Hankook Dynapro 265/75 R17 oversized tyres, front and rear mud flaps, black fuel cap and distinctive Mopar badge.

By using the Wrangler configurator on the official website of the Jeep brand, users can view the list of accessories at ease and add the Mopar® One pack to their online configuration. In the Mopar corner of the Jeep stand, visitors are invited to enjoy a 3D digital experience, configure their

Wrangler Rubicon with the Mopar® One pack and a selection of other accessories designed to enhance the looks of the "their" vehicle and share the result on social media.

In addition to the extraordinary Mopar® One pack, the exciting Jeep Wrangler on shown on Geneva is accented by an accessory kit which includes: bonnet with air vents, half front doors in matching body colour, black grille, black side footboards and kick plate, black light-bar with halogen lights for off-road driving, mirror caps in matching body colour, front and rear rubber mats, interior moulding and tailpipe.

Mopar – At your service

Eighty years after it was established in the United States, Mopar is renewing and consolidating the promise to be always at the customer's service by responding to their needs and their aspirations. The new "At your service" communications tagline expresses the customer focus of Mopar products and services. Indeed, thanks to its presence in over 150 different countries and to a network of authorised workshops at the cutting edge in terms of technical skills and support expertise, Mopar is in a position to provide the very best products and services in its category, from the exhaustive range of accessories and genuine spare parts, to service contracts and Customer Care. All this helps ensure impeccable care for both vehicle and driver, guaranteeing quality and safety in original products, made by the very people who designed and built the cars themselves. This makes Mopar the ideal trusted partner for all FCA vehicle owners.

"Original Accessories": exclusive accessories for FCA brands on display

In addition to the Wrangler Rubicon outfitted with Mopar® One pack, visitors to the Geneva Motor Show will see two other "Moparised" Jeeps: a Renegade and a Cherokee. The first, with Granite Crystal livery, features matte black mirror caps and grille, while the Cherokee Overland, with a Light Brownstone paintwork, is equipped with removable roof bars, Jeep ski and snowboard rack and chrome-plated mirrors.

They will also be able to discover some exclusive accessories fitted on other models on display at the Motor Show – more specifically on Alfa Romeo Giulietta, Giulia, Stelvio, Fiat 124 spider, 500X Cross and the Fullback Cross pick-up truck – which provide a significant sample of the many Mopar accessories. These are all top quality products that match FCA cars harmoniously, because they are developed according to a direct partnership with the design platform of each and every model: this is a solid bond that can only be guaranteed by a manufacturer like FCA. In detail, the Giulietta Veloce, with Alfa Red paint, is characterised by carbon-fibre accessories, like the rear spoiler and the rear-

view mirror caps, in addition to specific elements like the lit kickplate, courtesy lights with lit logo, oversized tailpipes and black side skirts with red Alfa insert. The same impeccable style is available on the Alfa Romeo Giulia, in the Quadrifoglio version with Competizione red livery also characterised by carbon accessories: the "V" embellishing the front grille, the door mirror caps, the illuminated kick plate and the specific gear stick knob. The Misano blue Alfa Romeo Stelvio features the exclusive *color line* featuring polished dark *mirron* coloured accessories comprising the "V" in the front grille, mirror caps, rear skid plate and 20" alloy wheel rims.

Crowds should also be drawn by the Fullback Cross on display in the Fiat stand fitted with assisted-opening tailgate and bed step, which facilitates access to the capacious load bed. The set-up is completed by a chrome-plated kick plate and rubber floor mats. Last but by no means least, again in the Fiat area, crowds are also set to gather around the special Europa series of the Fiat 124 spider model, which stands out for its exclusive Mopar products, including Vintage alloy wheel rims, silver mirror caps and the specific red 124 badge. The 500X Cross characterised by a selection of sophisticated chrome-plated accessories, like side mouldings, blade on bonnet and mirror caps, is on display for all to see.

The Mopar digital platforms and Online Booking: the aftersales world at your fingertips

Mopar's institutional website (<http://www.mopar.eu>) has been modernised further, with a new design that emphasises the *aftersales* products and services which Mopar dedicates to Fiat Chrysler Automobiles vehicle owners. The new interface, which has also been optimised for use on mobile devices, grants easy access from any device to an extensive array of information ranging from the brand's history to service contracts, without neglecting the world of Genuine Spare Parts and personalisations which have turned Mopar into the reference FCA Brand for aftersales.

The new look makes it even easier and more straightforward to browse through all the accessories available for one's car, find the nearest dealer or workshop or send a report to a team who is ready and willing to answer any queries or requirements. Mopar.eu is available for navigation in Italian, English, French, German and Spanish.

By registering their vehicle on one of the "MyBrand" platforms – the private areas accessible from the Fiat Chrysler Automobiles brand websites – owners and users can access a range of services, exclusive content and special promotions that, together with innovative tools, improve and make their experience with their car unique. Online Booking, soon to be added to the services currently available, will allow FCA customers to make an appointment with authorised workshops directly on-line. This function is reserved for registered users and allows them to view the diaries of all dealers

available for immediate booking, at the desired time and on the desired day. The "myBrand" areas are available in 16 countries: Italy, France, Spain, Germany, Poland, the Netherlands, Belgium, Greece, Denmark, Portugal, the UK, Austria, Ireland, Sweden, Switzerland and South Africa.

FCA Customer Care: better care for the client

Native-speaking operators of the FCA Customer Services Centre efficiently and courteously provide customers with information about models and services, the sales and service network, as well as solutions to any problems reported. What's more, thanks to the qualified training undergone by operators on FCA products and services, customer requests can be handled as quickly as possible and in an exhaustive way. In particular, on main markets, the entire service (not only roadside rescue) is active 24 hours a day, seven days a week. The Alfa Top Care service, on the other hand, has a special number and specific services kicked off with Giulia and dedicated to the owners of Quadrifoglio, Stelvio, 4C and Alfa Romeo 8C.

A pilot project was kicked off in February in the UK and Germany for Alfa Romeo, Jeep and Abarth. A team of highly skilled, dedicated operators are on call to be even closer to the needs of premium customers.

FCA Customer Care also means digital assistance, thanks to the chat function in the myBrand area and on Twitter. The customer service communication channels have been expanded to keep in step with the most recent developments. Since January 2016, in the "myAlfaRomeo" and "myJeep" sections of the www.alfaromeo.it and www.jeep-official.it websites, customers can liaise with Customer Care via chat: this channel has also been extended to the "myLancia", "myFiatProfessional" and "myAbarth" restricted access areas since July 2016 and to the "myFiat" restricted access area since December 2016. A team of dedicated operators provides information about products and services in real time to all registered users in the respective restricted access areas.

In addition, customers can find support for their requirements using the Twitter pages dedicated to support: @FiatCare, @AlfaRomeoCare, @LanciaCare and @JeepCare. This service is already available in Italy, France, Germany and the UK.

With over 595,000 downloads achieved across Europe, Mopar's mobile apps "Ciao Fiat Mobile", "Lancia Everywhere Mobile", "Alfa Romeo InfoMobile", "I am Jeep® Mobile" and "Abarth24h Mobile" are available free of charge in 5 languages and for 15 European countries, both on App Store and on Google Play. The applications offer easy, quick access to useful information and assistance.

Mopar Vehicle Protection: more certitudes, more freedom, more value

“At Your Service”, Mopar's new tagline, also means driving with complete peace of mind thanks to the exhaustive range of service contracts offered by Mopar Vehicle Protection for FCA group cars and commercial vehicles. The “mission” is to convey “more certitudes, more freedom, more value” to customers.

Mopar Vehicle Protection ensures that vehicles are serviced by highly qualified, specialised technicians at authorised FCA service centres, using adequate equipment and tools and genuine spare parts only.

Mopar Vehicle Protection is well aware that every customer is different, which is why it offers a dedicated product line for each and every one, whether private individuals, small businesses or fleets.

Mopar Vehicle Protection promises to maintain the vehicles in perfect condition thanks to a wide range of service contracts guaranteed by FCA and designed to ensure the pleasure of driving one's vehicle with peace of mind.

The service contracts launched in 2012 in Italy and Spain are now available on all FCA brands across 40 different countries in the EMEA region. The Mopar product portfolio contains a wide and flexible range of extended warranties and service plans. Each plan offers different options in terms of duration and mileage and is designed to meet the different driving requirements of the individual customers, ensuring that the vehicle works as efficiently as possible in the long run. These include:

- the MAXIMUM CARE warranty extension designed to cover all mechanical and electrical components for a maximum of 3 years after the manufacturer's warranty expires;
- the EASY CARE pre-paid scheduled maintenance service package that freezes the price of routine servicing for up to 5 years, allowing customers never to miss a service.

The Mopar Vehicle Protection service contracts can be signed directly when you purchase a new vehicle and be included, if you like, in the FCA Bank financial offer (where envisaged), or in any customer care network.

EASY CARE can be subscribed to any time before the first service is performed, while MAXIMUM CARE can be subscribed to within 24 months from the date on which the vehicle is registered.

Service contracts for Fleet customers are designed to accommodate their needs as professionals and to optimise the use of their vehicles.

Specific information on service contracts are available from all FCA dealerships and authorised workshops FCA, brand websites in the Mopar Vehicle Protection section and on Mopar Owner Centre (www.Mopar.eu).

In addition, if you register your car to any “myBrand” section, you will get direct access to exclusive services dedicated to your vehicle designed to make your driving experience in your car truly unique.

Mopar 4 Fleet: B2B services

The Fleet&Business channel has in recent years recorded significant growth rates at Industry level. FCA's focus on customers is ever-growing, as demonstrated also by the investments on the product line. The new models launched by FCA, in addition to being more “Fleet oriented”, have made it possible to jump from 52% to 77% of market coverage.

Mopar wants to address the words “At Your Service “ to this significant pool of customers as well, building a platform of tools and services aimed first and foremost at correctly profiling them in their workshops, in the digital world and in the Customer Care department, and hence to satisfy their specific needs with dedicated services and terms and conditions.

Mopar4Fleet services are available across 10 major European markets, with dedicated FCA staff and with the aim of improving Mopar interaction with Fleet&Business customers through the reinforcement of its offering in terms of:

- CUSTOMER INSIGHT, improving its knowledge of customers and its ability to identify them correctly;
- COMMERCIAL CONDITIONS, dedicating specific commercial offers and terms and conditions;
- VEHICLE DOWNTIME REDUCTION, minimising vehicle downtime specifically for those customers whose vehicle is one of their main work instruments;
- CUSTOMER TOOLS & COMMUNICATION, reinforcing the channels of communication with customers and giving the latter all the tools necessary to simplify management of their fleet;
- SELECTED NETWORK, developing a joint Sales and Aftersales programme aimed at identifying the FCA dealers capable of providing superior service to Fleet&Business customers.

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