

## **Uconnect Access First Winner of AOL Autos' Technology of the Year**

- Uconnect Access inaugural winner of new industry award
- Judges cite intuitive design
- Public vote clinched victory

January 8, 2013, Las Vegas - Chrysler Group's acclaimed Uconnect Access system has been named AOL Autos' Technology of the Year, beating five other finalists and more than 30 nominees.

The TOY judging panel comprised editors from AOL Autos, Autoblog and Engadget. Each had one vote. But an additional endorsement was reserved for the winner of an online vote.

Over two weeks, nearly 20,000 people visited AOL Autos to learn more about the nominees and cast ballots for the most innovative technology. The expert judges' decision had given Uconnect Access a slender one-point lead, so its victory was not assured until it captured the popular vote.

"We are honored to be recognized by AOL Autos, but the public's validation of Uconnect Access is especially rewarding," said Marios Zenios, Vice President-Uconnect Systems and Services. "Clearly, we are on the right track as we focus on designing features that are easy to learn, easy to use and – most importantly – mindful of the fact that driving is the No.1 reason people are behind the wheel. Uconnect Access enables our customers to keep their focus on the road, where it belongs."

User-friendliness is a hallmark of Uconnect-brand systems. Critics continue to applaud the way they blend touchscreen capability with mechanical controls so customers can choose the most suitable way to connect with the technology.

"Technology surrounds us in all aspects of life, and its integration in vehicles should be no exception," said AOL Autos Editor-in-Chief David Kiley, who presented the TOY award to Zenios here today at the Consumer Electronics Show. "Drivers shouldn't have to ask a 12-year old how to get their navigation systems programmed."

Auto Autos' Technology of the Year award is new this year. In celebration of Chrysler Group's win, AOL Autos announced today at CES that it will conduct a sweepstakes giveaway of a 2013 Dodge Dart Limited equipped with a Uconnect system.

Uconnect systems offer a wide variety of features and capability. Uconnect Access currently is exclusive to the 2013 Ram 1500 full-size pickup and SRT Viper supercar.

### **CES Unveiling**

The Uconnect brand also used CES to introduce its latest in-vehicle feature: Uconnect Access Via Mobile.

Launching in the redesigned Ram 1500 and the new SRT Viper, Uconnect Access Via Mobile, integrates Aha, iHeart Radio, Pandora Internet Radio or Slacker Radio apps with the vehicle's Uconnect Access system. Content is streamed through the customer's existing smartphone data plan, leveraging the high-quality sound systems featured in all Chrysler Group vehicles equipped with Uconnect Access.

Uconnect Access Via Mobile builds on the capabilities of Uconnect Access, which leverages embedded cellular technology to offer direct connections to 911 operators, customer service and roadside assistance providers. The system also boasts breakthrough Voice Texting, which enables drivers to send text messages using natural speech instead of having to memorize lists of generic messages.

Chrysler Group is the first U.S. automaker to offer cloud-based voice-texting capability.

Uconnect Access also features WiFi hotspot capability and Internet searches via Bing. Simply push the voice-recognition button and request information about, for example, the nearest museum, theater or Italian restaurant.

Bing compiles a list of choices organized by proximity and star-ratings. Make a selection and place a hands-free phone call to the location, or have the address immediately sent to the navigation system as a destination.

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