

## OnStar's 4G LTE Kicks Up Data Speed in 2015 Chevrolets

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less connection that does not rely on a brought-in mobile device.

In collaboration with AT&T, the data connection in the car will be fast – and flexible, Cusinato said.

Current AT&T customers will be able to add their vehicle to a shareable bucket of data through AT&T Mobile Share plans. All drivers can also pay for data as a standalone option.

Additional pricing and data packages for OnStar 4G LTE will be announced later in 2014.

Chevrolet MyLink will offer consumers an enhancement with the built-in AppShop, available on select 2015 Chevrolet models in the U.S. and Canada, Cusinato said. AppShop will benefit from the embedded 4G LTE connection.

Chevrolet AppShop is accessible through an icon on the MyLink screen that allows owners to view all available apps and download them directly to the vehicle, then organize, update or delete them as needed, Cusinato said.

Available apps will connect

drivers to vehicle data, music, news, weather, travel information and more.

"The built-in 4G LTE connection will allow our vehicles to be updated with the latest software and apps," said Chan.

"This means that the driver's vehicle infotainment systems can keep getting better after purchase as customers can continue to add on and customize their features."

An initial list of planned apps announced at the CES convention included Vehicle Health, iHeartRadio, Priceline.com, The

Weather Channel, NPR, Slacker Radio, TuneIn Radio, Cityseeker, Eventseeker, Glympse and Kaliki.

Chevrolet's 4G LTE launch coincides with the 10th hardware generation of OnStar, a service that debuted in GM vehicles in 1996. The upgrade will allow for voice and high-speed data services.

"We are focused on constantly improving the OnStar service so that the system continues to remain a trusted value-add for GM drivers," said Terry Inch, OnStar's chief operating officer.

"4G LTE will enable the most

powerful OnStar connection ever."

OnStar advisors currently respond to approximately 185,000 calls every day, or more than two calls every second, Inch said.

OnStar is standard across the 2014 Chevrolet lineup.

The OnStar RemoteLink Key Fob Services smartphone app, which allows owners to lock or unlock doors, activate the horn and lights, and remotely start a properly-equipped vehicle, is included for five years for properly equipped Chevrolet vehicles in the U.S.

## Mopar's NAIAS Display Lets Buyers See How Features Can Modify Their Vehicle Before They Visit Dealership

Mopar will present its largest exhibit to date at the North American International Auto Show (NAIAS) in Detroit Jan. 13-26.

Chrysler's service, parts and customer-care brand will use an expanded 5,500-square-foot display area to highlight the addition of Mopar Custom Shop to the Mopar Garage.

"At this year's show, we are proud to feature our new Mopar Custom Shop's ability to give consumers the opportunity to personalize their new vehicle during the purchase process for a 'your vehicle, your way' experience with their Chrysler, Dodge, Jeep, Ram, Fiat dealership," said Pietro Gorlier, Mopar's president and CEO.

"This is a great addition to the Mopar Garage, which we introduced last year as a display to give consumers a look at how to customize their current vehicles with an incredible selection of aftermarket quality Mopar parts and accessories."

Mopar's catalogue of parts and accessories has been growing rapidly and is adding nearly 1,500 new items annually, said Mopar spokesperson Beth Ann Bayus.

As a result of seeing consumers modify their vehicle, Mopar has, on average, more than 100 different parts or accessories available for each new

car Chrysler Group launches.

Now, with the availability of the Mopar Custom Shop, consumers can determine how they'd like to personalize their ride before they take delivery of their new vehicle.

"Consumers may want to add electronic tracking systems, our in-vehicle wireless charging, racing stripes, bedliners or any number of quality Mopar performance parts and accessories," Gorlier said.

"And now, with the Mopar Custom Shop, they can have everything factory-installed and ready to drive home just the way they want it."

Among the benefits of using the Mopar Custom Shop to create their own unique vehicle package is the confidence that customers will have knowing that the Mopar quality parts and accessories chosen for personalization have been factory-installed, Gorlier said.

A vehicle going through the Mopar Custom Shop also is covered by the original warranty and included in the Monroney label, giving the consumer the added advantage of having the customization included in the financing package, said Bayus.

The Mopar Custom Shop display at NAIAS will feature examples of Mopar-customized vehicles, including the Mopar 2014 Dodge Challenger, SRT Viper, Fiat



Visitors to this week's NAIAS at Cobo Center will see this display of a Mopar Custom Shop.

500L Thalassa, Jeep Wrangler Recon, Jeep Cherokee Trail Carver and Ram 3500 Dually CASE Work Truck.

As part of the Mopar Custom Shop experience at NAIAS, visitors will have the opportunity to use one of the pre-programmed iPad tablets provided at the display to experiment with an example of a customization application, Bayus said.

The new mobile app example at the NAIAS uses augmented reality to display what a Ram truck would look like with added factory-installed Mopar parts and accessories.

As one of the most customized vehicles in Chrysler's fleet, the Ram truck is the perfect first candidate for the use of the augmented reality app to demonstrate all of the Mopar personalization options and combina-

tions available, Bayus said.

A desk in the Mopar Custom Shop at dealerships contains a preprogrammed iPad tablet. The user can point the tablet at a Ram band logo that's displayed on the desk.

The user will then be able to follow the prompts on the screen for customization options that are digitally superimposed on the vehicle.

Selection of different options can show what the finished product would look like with the chosen modifications.

"We are excited to use this

technology and see how a consumer might engage with it," said Tricia Hecker, Mopar's director of Marketing.

"We look forward to seeing how they use this to add personalized touches to their vehicles in the future."

Every North American Chrysler Group dealership is outfitted with a Mopar Custom Shop, ready to personalize most vehicles sold in the United States and enabling dealers to help their customers order a new vehicle the way they want it before they take delivery, Hecker said.

## Snow, Cold Temperatures Impact Big Three Production

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Chrysler spokesperson Jodi Tinson said that Chrysler had the same problems GM had. In an email, she wrote that "Toledo and all four Kokomo, Ind., facilities were closed due to states of emergency being issued by local state authorities."

The Belvidere, Ill., plant also canceled one shift.

And, Tinson wrote, most Chrysler facilities experienced "slower than usual production."

But, as luck would have it, the Windsor and Brampton facilities in Canada had a scheduled

down week that coincided with the cold weather.

Tinson wrote that any lost production will be made up with overtime as needed.

Ford spokesperson Kristina Adamski, in an email, wrote that "most of our assembly plants slowed down production due to

the weather, including Michigan Assembly, Chicago Assembly, Ohio Assembly, Oakville Assembly, Louisville Assembly and Kansas City Assembly."

She added that, as of Jan. 9, all Ford plants were up and running with normal production schedules.

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