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## **DEALER CONCEPTS ANNOUNCES PARTNERSHIP WITH MOPAR®**

***Chrysler, Dodge and Jeep® dealers may use their Mopar One funds for 50 percent reimbursement on all Dealer Concepts' products***

**KEEGO HARBOR, Mich.** (September 15, 2008) Dealer Concepts, a leader in providing innovative customer retention and marketing products, today announced its approval as a preferred Chrysler supplier of Service Retention products. Using their Mopar One funds, Chrysler, Dodge and Jeep dealers can now receive a 50 percent reimbursement on any Service Retention product ordered through Dealer Concepts. Mopar is Chrysler LLC's original equipment parts manufacturer and distributor.

Mopar One funds are earned by dealerships with a combined Dealer Rewards total of at least 40 points. See the Dealer Logon screens on [www.mopar.com](http://www.mopar.com) for full calculation explanation. Dealers may utilize these earned funds to build their parts and service business. Dealer Concepts is one of the approved suppliers whose products and services help increase dealership performance by building customer retention.

“Customer retention is vital to the success of our dealerships, which is why Dealer Concepts was selected for our reimbursement program,” said Kathy Wideman, Senior Manager, Mopar Retail Channel, Chrysler LLC. “We encourage all dealerships to take advantage of the unique customer retention products available through Dealer Concepts.”

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The reimbursement applies to all Dealer Concepts products, including the award-winning Punch-A-Deal™ key tag and the newly introduced Owner Loyalty Awards – a start-to-finish loyalty program that is cost-effective, user-friendly and can be completely managed in-house. Dealerships can electronically submit for the reimbursement through the dealer logon of [www.mopar.com](http://www.mopar.com).

“More and more dealerships are realizing that it costs a lot less to hang onto a current customer than to go out and find a new one,” said Andy Wolfe, managing partner, Dealer Concepts. “Simply put – it makes good business sense to use our products and services.”

### **DEALER CONCEPTS, LLC**

Founded in 2000, Dealer Concepts is operated by a staff with more than 85 years of combined experience in loyalty marketing for automotive dealers. The company provides innovative and timely customer retention and marketing ideas to more than 5,000 dealerships and service centers worldwide. Dealer Concepts is committed to providing clients with a constant competitive advantage in the market place through products like the award winning Punch-A-Deal™ key tag that currently has more than 15 million units in circulation. To find out more about Dealer Concepts product and programs, please call 1-866-GET IDEAS or visit [www.dealerconcepts.com](http://www.dealerconcepts.com).

### **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.

Originally used in the 1920s, Mopar (a simple contraction of the words Motor and PARTs) was trademarked for a line of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. 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.

Today, Chrysler LLC’s Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components, restoration parts, accessories and performance parts for Chrysler, Jeep and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards.

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