

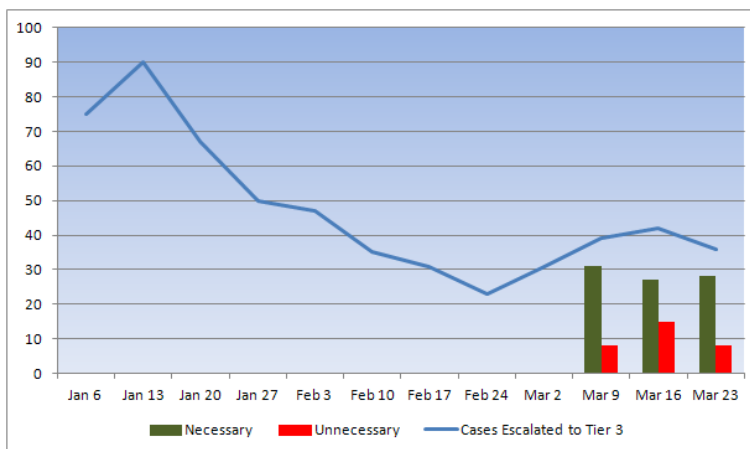


From the Editor ...

Mopar Specifying

As you know, the first few months of 2012 we were unable to respond to Tier 3 escalations in a timely manner. The back-up reached three weeks at one point. At the end of February we implemented a validation process for escalations and it has allowed us to drastically improve our response time from 3 weeks (at our worst) to same day in most cases. I'm sure you've noticed the improvement if you had any escalations in March.

Parts Specifying Escalations to Tier 3



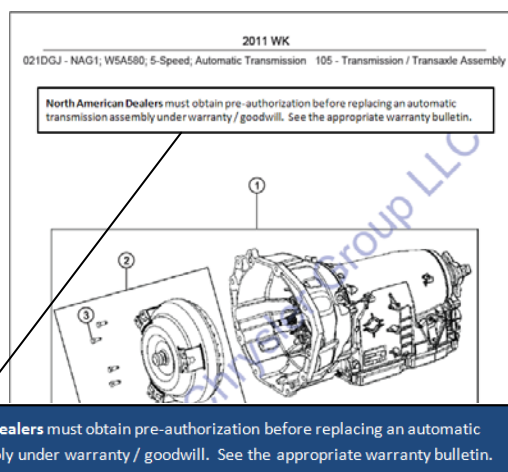
We also targeted the email handling process and improved our response time there as well.

Coming Soon to StarParts

Warranty Bulletin D-11-68 requires dealers to get pre-authorization from the Powertrain Service Center (PTSC) before replacing a transmission assembly (Manual and Automatic) or a Cummins Engine assembly. Several dealers have requested that we make it difficult for a parts counterperson to miss this requirement when looking up the part in StarParts.

We already have notes, but they are easily missed. So we came up with a very simple solution that is hard to miss. In the near future we will add a note to the illustration like the example shown to the right.

Once we have completed updating these pages in StarParts, we will work on adding notes for radios and other Exchange Order Parts.



North American Dealers must obtain pre-authorization before replacing an automatic transmission assembly under warranty / goodwill. See the appropriate warranty bulletin.

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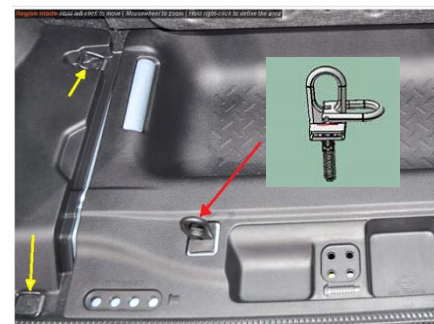
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Case Study – Specifying Parts

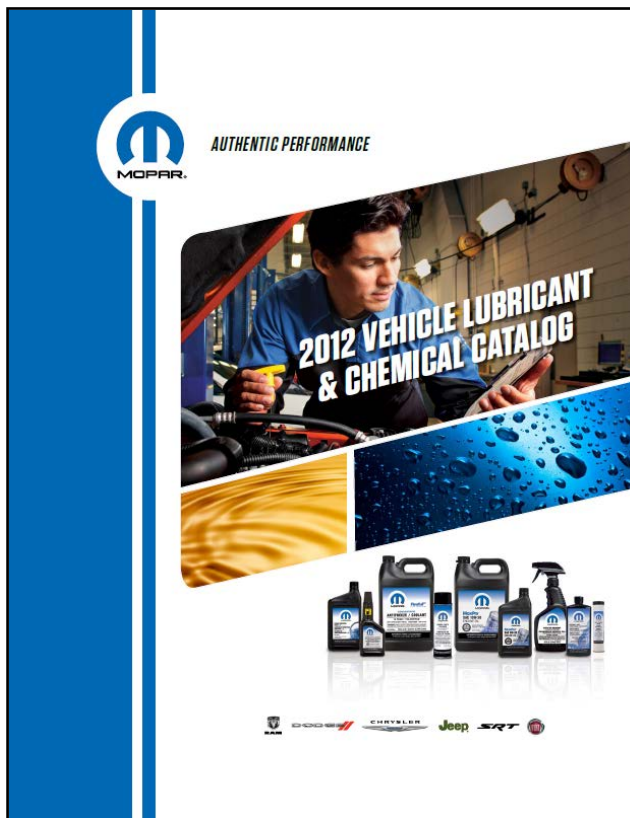
A dealer contacted Mopar Specifying trying to order the latch that comes up through the load-floor cover for a 2012 Wrangler because it wasn't listed in the parts catalog.

After doing all of the needed research, we were able to find the needed part. We are happy to report it has been released and added to the catalog. The part number is 68190160AA.



New Catalog - 2012 Vehicle Lubricant & Chemical Catalog

Mopar Marketing just released this new 48 page Lubricant and Chemical catalog. It includes an alphabetical index, a numerical part number index and an MS cross reference index. It also includes some very nice images. You can obtain your copy in the StarParts Library.





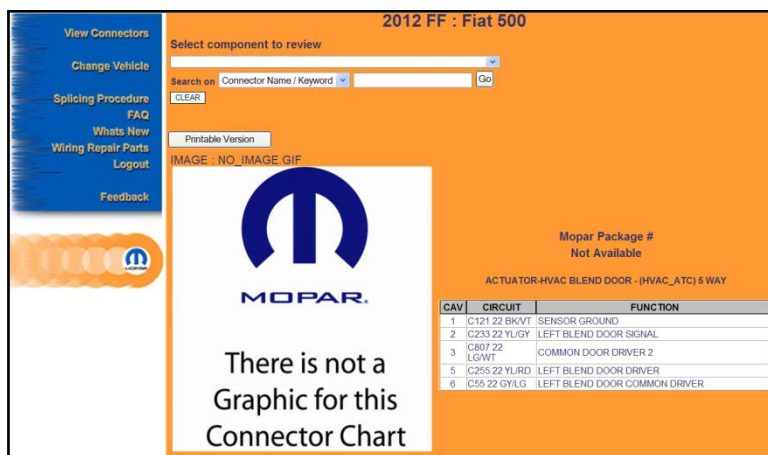
Electrical Connectors

We've received a number of escalated cases lately where the narrative indicates the dealer had checked the Electrical Connector website and was unable to find the needed connector. As a result, the cases were escalated – but the escalations were unnecessary.

The electrical connectors are set up by the vendor based on which connectors the dealer can properly replace due to circuit and plug complexity. Also, you can search for the needed connector Package / Kit number by entering the Connector Name / Keyword or you can click on the drop down list and select from there.

If the connector is not shown or shows "not available" it's not available and the appropriate harness must be ordered.

The screen below is an example of a connector that is not available.



2012 FF : Fiat 500

Select component to review

Search on Connector Name / Keyword Go

CLEAR

Printable Version

IMAGE : NO_IMAGE.GIF

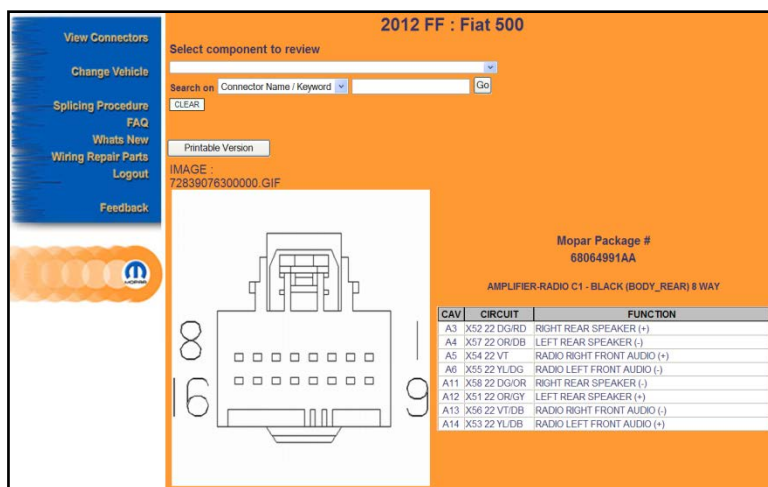
Mopar Package #
Not Available

ACTUATOR-HVAC BLEND DOOR - (HVAC_ATC) 6 WAY

CAV	CIRCUIT	FUNCTION
1	C121 22 BK/VT	SENSOR GROUND
2	C233 22 YL/GY	LEFT BLEND DOOR SIGNAL
3	C807 22 LG/WT	COMMON DOOR DRIVER 2
5	C255 22 YL/RD	LEFT BLEND DOOR DRIVER
6	C55 22 GY/LG	LEFT BLEND DOOR COMMON DRIVER

There is not a Graphic for this Connector Chart

The screen below is an example of a connector that is available.



2012 FF : Fiat 500

Select component to review

Search on Connector Name / Keyword Go

CLEAR

Printable Version

IMAGE : 72839076300000.GIF

Mopar Package #
68064991AA

AMPLIFIER-RADIO C1 - BLACK (BODY_REAR) 8 WAY

CAV	CIRCUIT	FUNCTION
A3	X52 22 DGRD	RIGHT REAR SPEAKER (+)
A4	X57 22 OR/DB	LEFT REAR SPEAKER (-)
A5	X54 22 VT	RADIO RIGHT FRONT AUDIO (+)
A6	X55 22 YL/DB	RADIO LEFT FRONT AUDIO (-)
A11	X58 22 DGRD	RIGHT REAR SPEAKER (-)
A12	X51 22 OR/GY	LEFT REAR SPEAKER (+)
A13	X56 22 VT/DB	RADIO RIGHT FRONT AUDIO (-)
A14	X53 22 YL/DB	RADIO LEFT FRONT AUDIO (+)



Mopar Specifying Support – 2012 Holiday Schedule

We thought we would share our 2012 Holiday Schedule for the rest of this year.

Here's a list of days we will be open to support your parts department so you can support our customers

Mopar Specifying Support - 2012 Holidays

Days We Will Be Open			
Date	Holiday	Specifying	MRA's
4/6/2012	Good Friday	Yes	Yes
11/6/2012	Election Day	Yes	Yes
11/16/2012	Veterans Day	Yes	Yes
11/23/2012	Day After Thanksgiving	Yes	Yes
12/26/2012	Christmas Break	Yes	Yes
12/27/2012	Christmas Break	Yes	Yes
12/28/2012	Christmas Break	Yes	Yes
12/31/2012	Christmas Break	Yes	Yes

Here's a list of the days we will be closed. In most cases we think your dealership will also be closed

Days We Will Be Closed			
Date	Holiday	Specifying	MRA's
5/28/2012	Memorial Day	Closed	Closed
7/4/2012	July 4th	Closed	Closed
9/3/2012	Labor Day	Closed	Closed
11/22/2012	Thanksgiving Day	Closed	Closed
12/24/2012	Christmas Eve	Closed	Closed
12/25/2012	Christmas Day	Closed	Closed
1/1/2013	New Years Day	Closed	Closed



We Hear You

Battery Cable Clamp

We have a 2012 Dodge Ram 1500 in here with the positive battery clamp cracked. When we looked it up in StarParts the only way to get it was by ordering the engine wiring harness part no. 68088974AB warranty price \$552.00 and that is just the part then you add labor.

There is a connector part no. 5161305AA warranty cost \$12.25 that we used instead and got the customer out same day. I have attached pictures and as you can see the two connectors are not just similar they are an exact match. Talk about warranty waste. When we called Mopar Specifying they said it was only available with the engine harness.

Karen Perkins
Service Manager
Don Davis Chrysler-Dodge-Jeep



Thanks for taking the time to look for and find a lost cost repair alternative. Sometimes you have to think outside the box and come up with a common sense solution to a problem like this.

We will work with Engineering to see if we can add the battery cable ends to the Electrical Connector website.

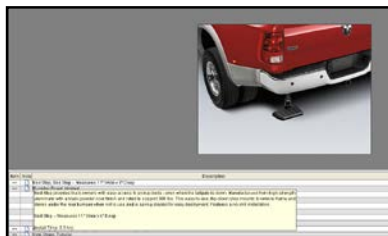




StarParts Release 5.1 – Coming In April

The following enhancements will be included in the StarParts Release 5.1 which is currently scheduled for April 15th. The single click feature is great, but takes a little getting used to. As promised, you will find screen shot examples below . . .

Display Image and Image Captions for Group 001A Mopar Accessories



Display Descriptive Text in Parts Screens – All Groups

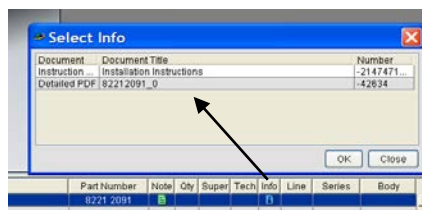
Mouse over the "Group"

Item	Note	Description
>>	<input type="checkbox"/>	Bed Step, Bed Step -- Measures 11" Wide x 6" Deep
>>	<input type="checkbox"/>	Running Board, Molded
		Bright Aluminum Running Boards
		Black Aluminum Running Boards
		Bright Aluminum Running Boards

Mouse over the "Description"

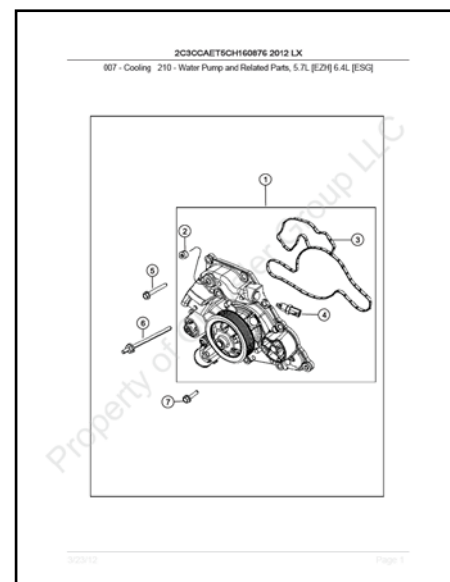
Item	Note	Description
>>	<input type="checkbox"/>	Bed Step, Bed Step -- Measures 11" Wide x 6" Deep
>>	<input type="checkbox"/>	Running Board, Molded
		Bed Step provides truck owners with easy access to pickup beds - even when the tailgate is down. Manufactured from high-strength aluminum with a black powder-coat finish and rated to support 300 lbs. This easy-to-use, flip-down step mounts to vehicle frame and stores under the rear bumper when not in use and is spring-loaded for easy deployment. Features a no-drill installation.
		Bed Step -- Measures 11" Wide x 6" Deep
>>	<input type="checkbox"/>	Install Time: 0.5 hrs.

The "Info" column can will now store and display more than one pdf



Print PDF Enhancement

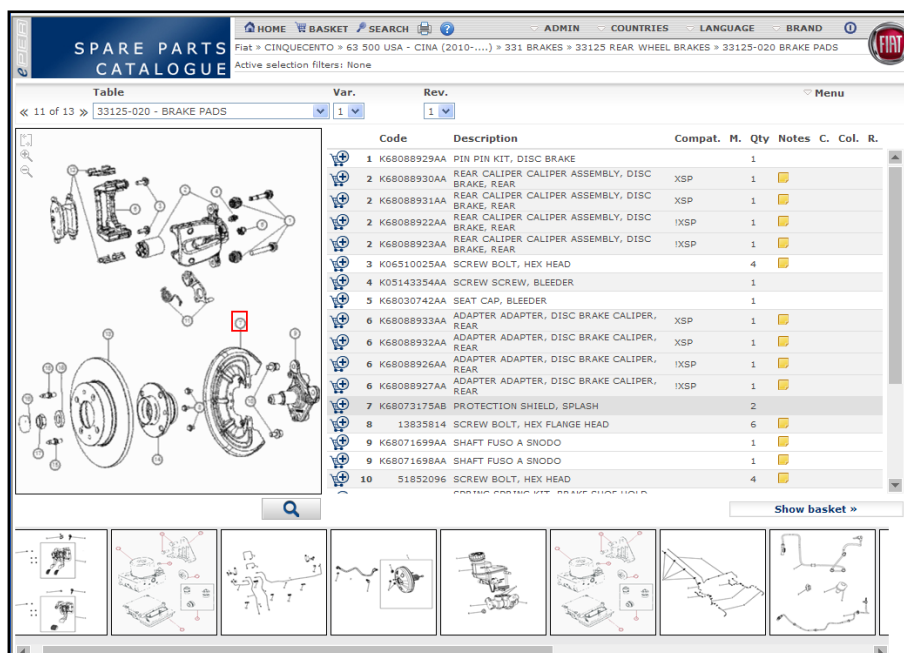
Water mark "Property of Chrysler Group LLC" on the print document has been lightened.





March Feedback

Feedback	Reply
Are there any plans to display illustration and text side by side? It would make it easier to locate parts?	There are plans to make significant improvements with StarParts. We have been working with Fiat and FIASA (Fiat Brazil) to come up with a common authoring tool and parts catalog platform. With more and more rebadged vehicles going both from Chrysler to Fiat and Fiat to Chrysler, it only makes sense to have common tools so we can share information. The screen shot at the bottom of the page shows the Fiat parts catalog. We like their page layout and plan to incorporate it into StarParts when the changes are made in late 2013.
Please add a Recall part list to the StarParts Home Page!!!!!!	We are currently looking into trying to get recall information to show in StarParts based on the VIN entered.
It would be GREAT if we could Search on a partial Part Number. For example, I recently had a customer with a radio bezel that he wanted to replace. But, of course, he didn't have his V.I.N. He did have the old radio bezel with him. It had a part number of something like SZ20TRMAA. If I could've searched on the "SZ20" part, I could have probably figured out the rest. This works for Descriptions. I can search on "WEL" for all Wellnuts. Why not have that functionality for part numbers?	This is one of the functionalities we are trying to get into StarParts in the very near future. We are thinking of making the partial part number search have a minimum requirement of 8 digits and the possibility to search for colored parts using TRM rather than the color code like this 0SZ20TRM. The result would produce all the color code and engineering level possibilities and usages for each.





Now Available RB5 Nav Radio Upgrade

You can now upgrade 4.3" screen to 8.4"

Last fall there was a shortage of the 8.4" radios, both the non-Navigation RE2 and the Navigation RB5 due to the tsunami in Japan. At the time, Chrysler produced vehicles with the 4.3" screen radios and provided a Monroney Label credit.

We now have the Navigation style RB5 radios in stock for your customers who want the upgrade; the non-Navigation RE2 will be available in April.

The below kits include the screen, bezel and radio to upgrade from the 4.3" to 8.4" radios.

Now Available RB5 with Navigation

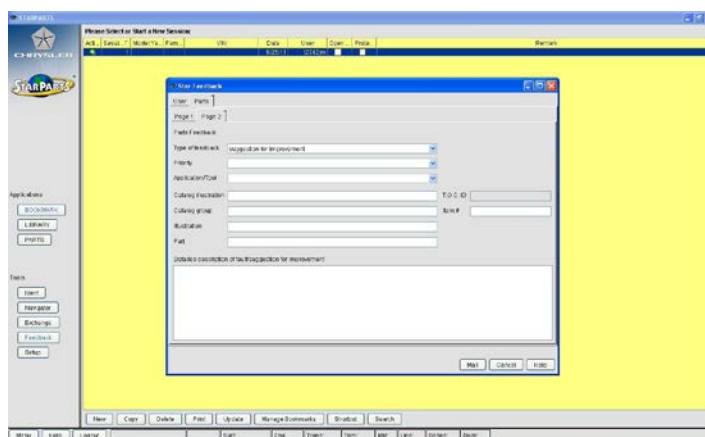
Part Number	Application	MSRP	
82213188	Dodge Charger	\$1,799	Woven Aluminum Bezel
82213202	Chrysler 300	\$1,799	Satin Chrome Bezel
82213203	Dodge Journey	\$1,799	Standard Journey Bezel

Available in April RE2 Non-Navigation

Part Number	Application	MSRP	
82213305	Dodge Charger	\$1,099	Woven Aluminum Bezel
82213306	Chrysler 300	\$1,099	Satin Chrome Bezel
82213304	Dodge Journey	\$1,099	Standard Journey Bezel

Note: There is no radio exchange credit for the 4.3" screen take out radios.

Contact Us



Please send in your suggestions to make this newsletter more valuable to you. Use the Feedback Button on your StarParts menu and select:

Type of Feedback = Suggestions for Improvement

to record your thoughts. It is completely optional to include your contact information in the Description field, but it would allow us to contact you for further information and clarification to assure we make the changes you intended.