

December 2011



Newsletter

NASPC Parts Management Survey

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Parts Technical Support – NASPC Dealer Feedback

We're pleased that our Overall Satisfaction score for Tech Support has risen for the third consecutive year, but we are still a few points below the industry average. The good news is that 35% of you said you were satisfied in your comments. The top dealer concerns are as follows:

- 1. Takes too long to get answers – 13%**
We will assure the agents are trained and have all of the tools needed to assist you.
- 2. Get wrong / incomplete answer via phone – 12%**
Again, we are going to add agent training and will provide access to more informational systems.
- 3. Specifiers need access to more info – 8%**
We have reviewed your recommendations on what information / screens are needed. We are now planning the training on how to best use the new information.
- 4. Too many catalog errors – 5%**
This issue is being addressed in the Quality Catalog and Dealer Reviews. We have also implemented a process for specifying questions to be routed to the catalog authors for attention.
- 5. Email answers are poor / slow – 5%**
We will investigate this issue and make whatever changes are needed to provide better answers on a more timely basis.



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NASPC Parts Management Survey

StarParts Catalog – NASPC Dealer Feedback

We're pleased that our Overall Satisfaction score for the Catalog went up 8.1 points, but we are still below the industry average and have a way to go before we can celebrate. The top dealer concerns are as follows:

1. **StarParts is down too often – 30%**

StarParts has been upgraded from Business Critical to Mission Critical, the most sensitive classification for Chrysler Information Assets in the Availability dimension. You should see a drastic improvement in the stability of StarParts with this change.

2. **Too many Non-Illustrated Parts – 11%**

1,156 non-illustrated parts were identified in 2011 & 2012 catalogs being reviewed for quality. Illustrations will be added in 3 phases based on the catalogs with the greatest amount of non-illustrated parts. If we can't obtain an illustration, we will take a photo of the actual service part and provide it under the **Info** column, like we do with the I-Sheets in the Accessory section.

3. **Need better illustrations – want WYSIWYG – 11%**

Parts catalog and graphic standards were implemented earlier this year to address this issue. New catalogs will be reviewed by management to insure the graphic quality meets the new graphic standards.

4. **Need better descriptions (describe kit components / interior sections are especially bad / colors are questionable) – 7%**

This issue is also included in the parts catalog and graphic standards we implemented earlier this year. All of the needed corrections should be completed in the next 3 months.

5. **No continuity across models & years – 4%**

We understand the need for continuity across model and years. Again, parts catalog and graphic standards were implemented earlier this year to address this issue. You should see an improvement in the 2011 and 2012 catalogs. Once we have finished the current quality review we will take a look at the older catalogs.





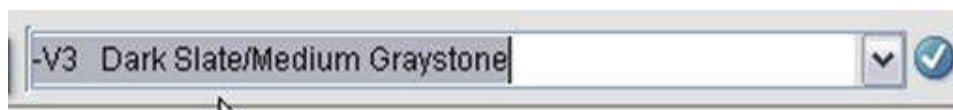
Catalog Tips

2-Digit Sales Code Searches

There have been many feedbacks lately stating 2 digit sales codes cannot be found when using the sales code look-up tool. 99.9% of all the 2 digit codes will be found in interior trim, exterior mirrors or body side moldings.



When using the sales code look up tool to find the definition of trim color, in interior trim, put a hyphen ' - ' in front of the 2 digit code:



When looking for mirrors, moldings, handles or other parts that are painted put a ' P ' in front of the 2 digit code:



Value Line Part Searches

Quick Tip:

Value Line parts may be found within the StarParts system. The search functionality allows you to search by either the OE Part# or the V-Line Part#.

Item	Note	Description	Part Number	Note	Qty	Super	Tech	Info	Eng	Trans	Line	Series	Body
5		SCREW, Hex Flange Head, M6x1.00x35.00, (NOT SERVICED)											
6		TRAY, Battery											
		Repair Battery Terminal End Side Post (Ten Per Box)	4671780AC		1				EDZ		C		44
		Repair Battery Terminal End Top Post (Ten Per Box)	0VU01207		1				EDZ		C		44
		Mopar Power Pro 5	BA26R510EX		1				EDZ		C		44
		Mopar Power Pro 7	00467159AB		1				EDZ		C		44
		Repair Battery Terminal End Side Post (Ten Per Box)	4671780AC		1				EDZ		Z		44
		Repair Battery Terminal End Top Post (Ten Per Box)	0VU01207		1				EDZ		Z		44
		Mopar Power Pro 5	BA26R510EX		1				EDZ		Z		44
		Mopar Power Pro 7	00467159AB		1				EDZ		Z		44





Case Study – ROCKER MOLDINGS

We had a customer complaint on a Chrysler 300 that they wanted to replace only the right rocker molding but the dealer informed the customer that the moldings could only be ordered as a pair.

Turns out, the decision to release the part as a pair was based on supplier pricing.

The rocker panels are offered only as a pair because the tool used to manufacture the panels is only able to manufacture both panels at once. The panels used to be offered separately, but (due to the fact that the demand/ordering level of one side was greater than for the other) the cost of additional packaging/handling and scrapping of unneeded panels drove the cost of an individual panel to a slightly higher cost than the pair. Even if Mopar had agreed to purchase all of the parts manufactured for both sides, the cost of additional packaging, stocking/managing and the eventual obsolescence cost of the surplus stock made it an unrealistic option.

Dealers have the option of stocking the extra part and selling it independently.

Bottom Line

For an additional
4¢ you get BOTH
rocker moldings!

Catalog Review Updates

UPDATE ON THE QC REVIEWS

On Friday, December 9, all 2011 and 2012 catalog reviews will be complete.

We are updating the catalogs as quickly as we can to get them re-illustrated and re-compiled. You should be seeing the first changes in the system now. The changes should be completed and published in StarParts by the end of February.

UPDATE ON THE DEALER REVIEWS

We had 26 dealers offer to help with the catalog reviews – THANK YOU!!!

So far, it appears we're on the right track. So far, the issues returned align with failures to meet the new standards. We're still awaiting the responses from the majority of the dealers and we will incorporate their suggestions as soon as we receive them.



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What's New in StarParts

2012 connectors are loaded

During November, we started loading the 2012 Electrical Connector information by catalog.

This will make finding electrical connectors possible for 2012 vehicles.

FYI

In the new 5.0 release of StarParts we will be adding the electrical connector web site link inside of the StarParts application.

STARPARTS IS NOW CLASSIFIED: *MISSION CRITICAL*

StarParts System Classification has been **upgraded** from Business Critical to **Mission Critical**. This gives StarParts the highest criticality rating possible which is typically reserved for production plants.

Mission Critical - Information Assets are classified as Mission Critical if their unavailability could have an immediate, severe negative impact on Chrysler's ability to operate as a business. Core business processes would stop. Mission Critical is the most sensitive classification for Chrysler Information Assets in the Availability dimension.

This will improve recovery time for outages and reduce overall downtime.



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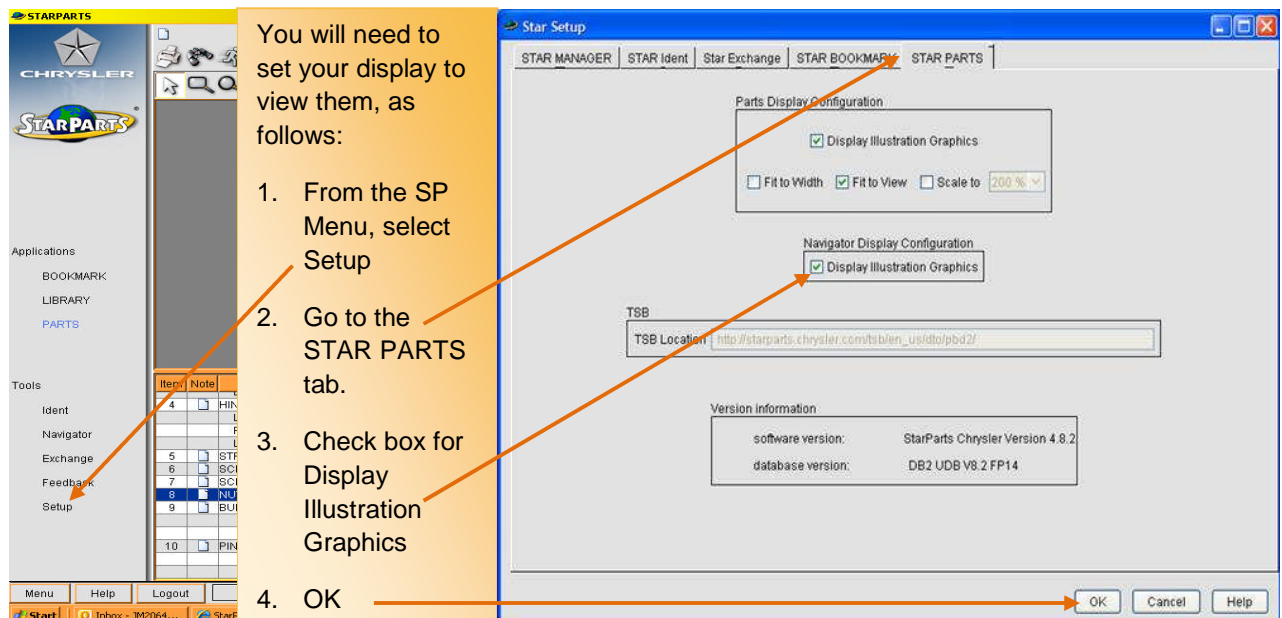
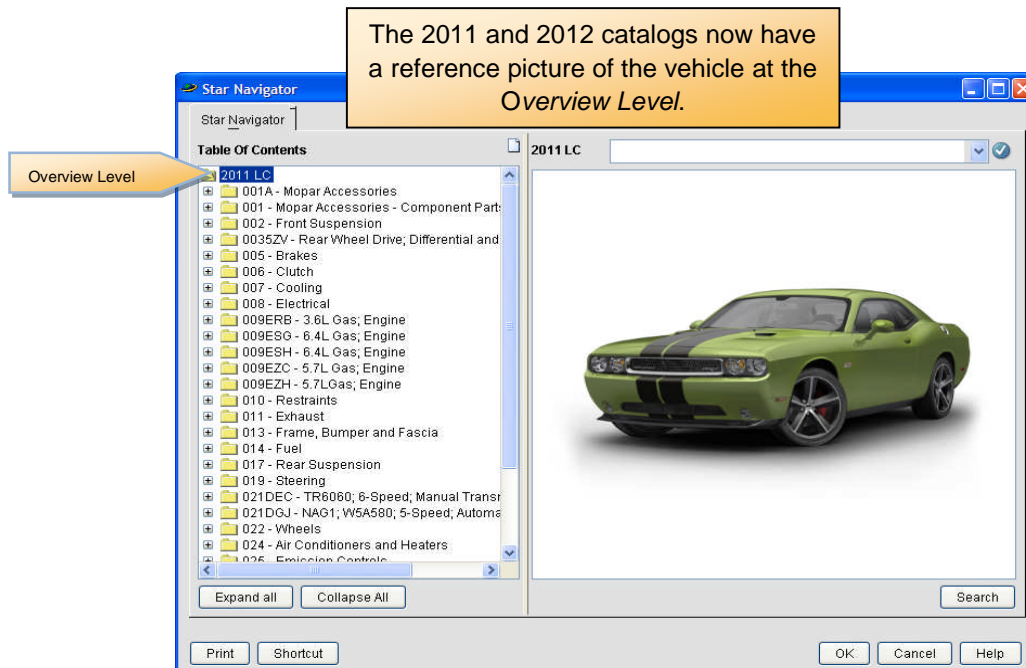
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OVERVIEW GRAPHICS FOR THE 2011 AND 2012 CATALOGS





Coming to StarParts

STARPARTS 5.0 – BEING TESTED IN DECEMBER

During the month of December, the call center and selected dealers will be beta-testing the new StarParts 5.0 system. If all goes well, it will be live in late January.

STARPARTS 5.0 – SNEAK PREVIEW:

SP 5.0 Enhancements

A Fluids icon will pull up all the fluids for the current vehicle

The Supersedence Window will include Reman & Alternate parts associated to the OE part

Menu will tell you if your memory or connection does not meet minimum requirements (Diagnostic Tool)

The Bookmark screen will add Cut-&-Paste functionality, using the right mouse button, for VIN's

You will be able to access the All-Makes Catalog and the Electrical Connectors from within the catalog

VIN Filtering will be improved

The ability to print to PDF will allow for e-mail of graphics / item lists

StarParts will accept the last 8 of a VIN rather than the current 9 digits

The screenshot displays the StarParts 5.0 software interface. At the top, the title bar reads 'STARPARTS' and the window title is '005 - Brakes 110 - Brakes, Front'. Below the title bar is a toolbar with various icons. The main area shows a technical diagram of a vehicle's front brake system with numbered callouts (1, 2, 3, 4, 5). To the left of the diagram is a sidebar menu with options: 'BOOKMARK', 'LIBRARY', 'PARTS', 'Tools' (Ident, Navigator, Exchange, Feedback, Setup, Diag Tool), and 'External Links' (All-Makes, Elec Connectors). Below the sidebar is a 'start' button. To the right of the diagram is a 'SPECIFICATIONS' section with a table of fluid capacities.

Description	Type	Part Number	Capacities	
			U.S.	Metric
Cooling System				
• Engine Coolant (3.6L Engines)	MOPAR® Antifreeze/Coolant 5 Year/100,000 Mile Formula HOAT (Hybrid Organic Additive Technology)	1 Gallon - 05066386AA	11.4 Quarts	10.8 Liters
• Engine Coolant (3.6L Engines with Trailer Tow Package)	MOPAR® Antifreeze/Coolant 5 Year/100,000 Mile Formula HOAT (Hybrid Organic Additive Technology)	1 Gallon - 05066386AA	12 Quarts	11.4 Liters
• Engine Coolant (5.7L Engines)	MOPAR® Antifreeze/Coolant 5 Year/100,000 Mile Formula HOAT (Hybrid Organic Additive Technology)	1 Gallon - 05066386AA	17.1 Quarts	16.2 Liters
Engine Oil with Filter				
Engine Oil (3.6L Engine)	MOPAR® API Certified SAE 5W-30 engine oil, meeting the requirements of Chrysler Group LLC Material Standard MS-6395.	1 Quart - 04761838AB	6 Quarts	5.6 Liters
		4 Quarts - 04761844AB		





SP 5.0 Enhancements

More Help button links will be added

The 5.0 release of StarParts will have a new feature. When hovering over the sales codes in the description field a pop-up will appear with the definition of the sales code(s).

STARPARTS 5.0 – SNEAK PREVIEW *Continued:*

The Sales Code display will include the definition of all of the sales codes in the particular item line they are on.

If there is only 1 sales code for that item, it will show only that 1 sales code.

The screenshot shows the STARPARTS 5.0 software interface. The main window displays a parts catalog for Chrysler vehicles, specifically for the 050 - Interior Trim 770 - Rear Seat - Split Seat - Trim Code [K7]. The interface includes a sidebar with navigation tools and a main window displaying a list of parts with a detailed description and a diagram of the rear seat assembly.

Applications: BOOKMARK, LIBRARY, PARTS, Catalog Analyser, UserNoteMgmt.

Tools: Ident, Navigator, Exchange, Feedback, Setup, Diag Tool.

External Links: All Makes, Elec Connectors.

Part List:

Item	Note	Description	Part Number	Note	Qty	Super	Tech	Info	Line	Series	Body	Tri...
1		HEADREST, Third Row, [X9], [UP8], [CDW], [CFP]	1UP95 1X3AA		2	1						
2		FOAM, Seat Back, Right, Left, [UP8], [CDW], [CFP]	68101 094AA		2							
3		COVER, Rear Seat Back, Right, Left, [X9], [UP8], [CDW], [CFP]	1UP98 1X3AA		1	1						
4		FOAM, Seat Cushion, Right, Left, [UP8], [CDW], [CFP]	1UP99 1X3AA		1	1						
5		COVER, Rear Seat, Manual Adjust Seats, Right, Left, [X9], [UP8], [CDW], [CFP]	68101 095AA		1							
		Left, [X9], [UP8], [CDW], [CFP]	68101 096AA		1							
		Right, [X9], [UP8], [CDW], [CFP]	1UP96 1X3AA		1	1						
		Left, [X9], [UP8], [CDW], [CFP]	1UP97 1X3AA		1	1						

Menu: Menu, Help, Logout

Footer: 1C4RDHA06CC602801 | 2012 WD | Built: 1/26/11 | Eng: ERB | Trans: DGJ | Trim: K7 | Mkt: M | Line: 0 | Series: L | Body: 75





We Hear You

NOVEMBER FEEDBACK

FEEDBACK	REPLY
Need lubrication recommendations: Go to DealerCONNECT / TechCONNECT and look at the left side	In the new 5.0 release, we will be adding a FLUIDS icon to the tool bar in StarParts. This icon will filter to model year and vehicle that the user is looking at. See sample screen on page 6
It is very time consuming to go to a separate location to look up electrical connectors. Why not have the connectors listed with the appropriate matching part "in" the parts catalog for each specific vehicle application?	In the new 5.0 release of StarParts we will be adding the electrical connector web site link inside of StarParts. Unfortunately, there is no way to filter the website down to the vehicle you are looking at, but you will not have to go to the home page to launch the site.
Why don't they have a way we can email the pic and parts list?	In the 5.0 release we will have print to PDF function that can be emailed to customers.
When will the 8-character VIN entry be activated for star parts?	8-character VIN entry will be included in the 5.0 release. Target date is late January 2012.
Since the introduction of Magneti Marelli, we are no longer able to find FE00 filter applications lookup. We have some old paper copies but they are severely outdated. Where can we go for current applications? Also, is Chrysler going to phase out the FE00 filter numbers and go to Magneti Marelli only? If so does ARO have the capability to stop sending FE00 filters?	The Mopar All-Makes filters catalog (OFE part numbers) was last updated in 2009. These products will be phased out in the U.S. in the upcoming months. With this change, ARO does have the capability to stop sending OFE part numbers. The new Magneti Marelli All-Makes filters are available through the ARO program.
Fluids catalogue lists ATF+4 for transfer case. No reference is made to transfer case model numbers. If you have model 245(DHX) you must use 5016796AC, not ATF+4. Use of the wrong fluid can seriously damage this transfer case. Can the library be modified, and can we also have the fluid listed with the transfer case?	Thank you! The Library document has been updated. In the new 5.0 release, we will be adding a fluids icon to the tool bar in StarParts. This icon will filter to model year and vehicle that the user is looking at.



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Contact Us

The screenshot shows the StarParts web application interface. On the left sidebar, there is a 'Feedback' button highlighted with a red box and a red arrow. The main content area displays a 'Star Feedback' dialog box. Inside this dialog, the 'Type of feedback' dropdown menu is highlighted with an orange arrow and is set to 'suggestion for improvement'. Other fields in the dialog include 'Priority', 'Application/Tool', 'Catalog illustration', 'Catalog group', 'Illustration', 'Part', 'T.O.C. ID', and 'Item #'. A large text area for 'Detailed description of fault/suggestion for improvement' is also present. At the bottom of the dialog are 'Mail', 'Cancel', and 'Help' buttons. The background of the application shows a table with columns for 'Act.', 'Sessi.', 'Model Ye.', 'Fam.', 'VIN', 'Date', 'User', 'Open', 'Prote.', and 'Remark'.

Remember to send in your suggestions to make this newsletter more valuable.

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. Thank you.



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