



INDEX

From the Editor	1
StarParts Release 5.1	1
Case Study	2
Dealer Inquiry	2
StarParts User Notes	3
Restricted Ordering – Select Upfit Parts.....	4
We Hear you.....	5
Update on Catalog QC Reviews	6
February Feedback.....	7
2012 – 2004 Touch Up Paint	8
Contact Us.....	8

AUTHENTIC PERFORMANCE

From the Editor . . .

New Look for StarParts Newsletter

It's hard to believe this is the 7th edition of the new StarParts Newsletter. We've changed our look and hope you like it as much as we do.

Catalog Quality Review Update

We just completed the quality review of twenty-eight 2011 and 2012 model year catalogs. About 4,000 corrections were made and we also added about 1,200 illustrations that were missing from these catalogs. We also had twenty-two dealership parts personnel volunteer to review one catalog for us. Please see the article on page 6 for complete details.

StarParts Release 5.1 – Coming In April

The following enhancements will be included in the StarParts Release 5.1 which is scheduled for early April. Next month's newsletter will include screen shot examples.

Display Image and Image Captions for Group 001A – Mopar Accessories

Display Descriptive Text in Parts Screens – All Groups

- Mouse over the "Group" – we will display the "group description".
- Mouse over the "Description" – we will display "Descriptive Text" – New Information
- The "Info" column will be modified to be able to store and display more than one pdf

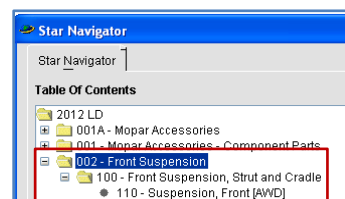
Print PDF Enhancement

The water mark text "Property of Chrysler Group LLC" on the print document will be lightened by almost 50%.

Single Click on Navigator Screen – All Groups

StarParts will be enhanced to support a "single click" to expand the . . .

- **Group** 002 – Front Suspension
- **Sub-Folder** 100 – Front Suspension, Strut and Cradle
- **Logical** 110 – Suspension, Front (AWD)



Fluid File Enhancement

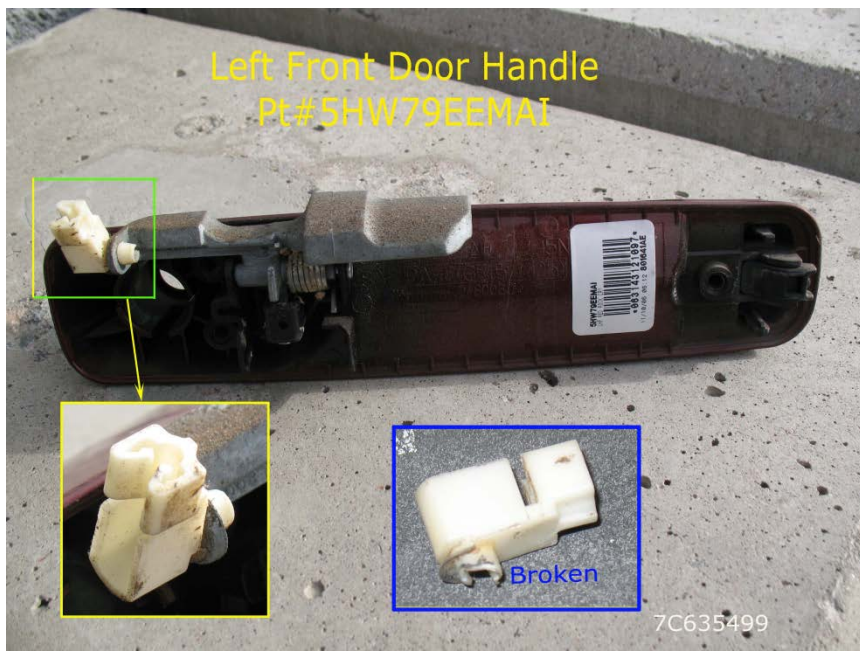
This change will allow us the ability to load the fluid files for vehicles older than 2006. Once this change has been made – we will start the process to load the fluid files for model years 2005 - 2001 vehicles.



Case Study – Specifying Parts

Sometimes You Just Need a Clip

We recently received a request to have the white clip shown below released as a service part so the customer would not have to replace the door handle assembly when only the clip is needed.



The part number for the clip is **05179176AA** and is being added to the affected catalogs.

Dealer Inquiry

Using Stamping / Casting Numbers to Find a Part Number

Is it possible to add a function which allows the stamping/casting number on a part to be converted to a part number? We have this ability with our Ford catalog and it is very helpful when identifying difficult to find parts in the catalog.

Dennis Dow
Parts Manager
Altavista Motors

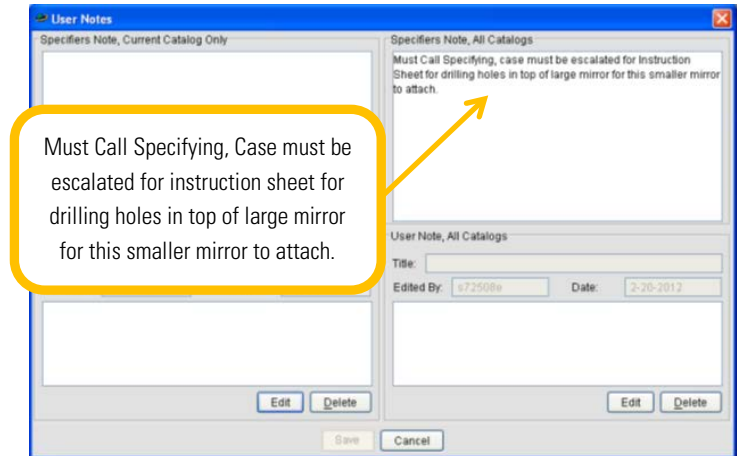
We are in the process of adding some type of feature like this to StarParts. The process for creating the cross reference data is not an easy one and will take some time. But it will be coming.



StarParts User Notes

One of my counter guys was looking up a driver's side upper mirror for a 2005 Sprinter. VIN: WD8PD144955796638. It gave this user note. If they can bother with this note, why don't they just put those directions here in the note?

Teresa Sullivan
Ron Tonkin Dodge



You make a very good point. We will add these instructions to StarParts as an Information Note (Blue). Also, we will do this as a normal course of business from this point forward. Please let us know if you encounter any other instances like this one. Anything we can do to reduce the number of escalations and provide one-stop shopping is welcomed.

Thanks for asking the time to write and bring this matter to our attention.

It would be extremely helpful if user notes were added to StarParts to talk about extended warranty parts, RRTs. The vehicles get written up as "inspect" because the RRT may not apply, the tech asks for the part, the parts catalog says nothing about the other part number options and parts gives out the OE part. The paperwork makes it to the warranty clerk who tells us that we need to take off the parts and install the other numbers. It would be a great advantage to inform the parts department that there may be another part number to use.

We don't include RRT parts in the catalog intentionally. Most RRTs cover a limited number of vehicles within a model year. If we put the RRT part number in the catalog - it would cause confusion for vehicles not include in the RRT. If the RRT includes a complete model year – we supersede the OE part number to the RRT part number.

I believe the root cause for the issue you describe is due to the technician not consulting the RRT (which contains the repair procedure and applicable parts).



Restricted Ordering – Select Upfit Parts

The parts listed below are not available for general ordering. When you attempt to order these parts you will receive the message “OE Replacement Only – Call 800-765-7732”.

- Please verify the vehicle was built with the associated sales code for the package.
- Call Mopar Specifying at 800-765-7732. You will be required to provide the VIN for the vehicle the part is being ordered for.
- Mopar Specifying will validate the VIN provided and transfer the call to Mopar Expediting to create a case for the customer.
- Mopar Expediting will place the order for the dealer

The order will only be processed - if the vehicle was built with the upfit parts.

Please make sure
all parts personnel
are aware of this
NEW information

**Mopar 12 Parts
Added**

Part #	Sales Code	Upfit Name	Description
68164587AA	AZA	Mossy Oak	LH 5.7' Camo Dipped Molded Bed Rail
68164586AA	AZA	Mossy Oak	RH 5.7' Camo Dipped Molded Bed Rail
68164588AA	AZA	Mossy Oak	Camo Dipped Tailgate Spoiler
68164589AA	AZA	Mossy Oak	Mossy Oak Rear Quarter Panel Graphic
68165461AA	AZA	Mossy Oak	Camo Dipped Center Finish Panel -- Bench Seats
68164590AA	AZA	Mossy Oak	Camo Dipped Center Finish Panel -- Bucket Seats
68165813AA	AZA	Mossy Oak	Mossy Oak CFP Badge
68164591AA	AZA	Mossy Oak	Camo Dipped Door Applique
68164602AA	AZA	Mossy Oak	Katzkin Vinyl Headrest
68165812AA	CBK	Mossy Oak	Katzkin Leather Seats (2-Rows) -- Bench Seats
68164600AA	CBK	Mossy Oak	Katzkin Leather Seats (2-Rows) -- Bucket Seats
68165942AA	AZD	Red Wings	Katzkin Vinyl Headrests -- Front Only
68165944AA	AZD; AZZ	Red Wings	Detroit Red Wings Rear Quarter Panel/Tailgate Graphic
68165943AA	CBK	Red Wings	Katzkin Leather Seats (2-Rows)
68089085AA	AYD	Mopar '10	Mopar 10 Decal
82212414	AYD	Mopar '10	Mopar 10 Vehicle Cover
68088763AA	AYD	Mopar '10	Mopar 10 Engine Cover
68092727AA	AYD	Mopar '10	Serialized Badge - Canada
68088682AA	AYD	Mopar '10	Serialized Badge - US
68145038AA	AVD	Mopar '11	Decklid Badge - Mopar Design
68145037AA	AVD	Mopar '11	Serialized Badge - US
68158570AA	AVD	Mopar '11	Serialized Badge - Canada
68088763AA	AY4	Mopar '12	Mopar Engine Cover
68184694AA	AY4	Mopar '12	Shift Bezel Interior Badge - Serialized "Unbounded"
68184695AA	AY4	Mopar '12	Mopar '12 Vehicle Stripe Kit



We Hear You

I wanted to take the time out from my day to send you a brief note regarding you're specifying team. I have had multiple issues whether its catalog error or that I'm just unable to locate a specific part, and I use specifying quite frequently and your team also comes through.

Sometimes if their unable to provide an immediate answer they get a callback number and research the issue and always call back in a timely fashion. I can't tell you that getting the information quickly and getting the correct part can make the difference between a satisfied customer and a lost customer.

In fact just today I spoke to a gentleman named Terry Specifier# T1661 and needed a specific size of some tappets, he said he would need to call me back and within less than 10 minutes he called back with just the information I needed which resulted in a substantial sale.

In conclusion I want to thank you all for your hard work and dedication

Sincerely

Richard Hueg
Helfman Dodge Chrysler Jeep Ram

Thank you so much for taking the time to share some positive feedback. We know your time is valuable and any assistance the Specifying team can provide to ensure you are able to run a profitable business in a timely manner is what we are here for. Positive feedback from the field is greatly appreciated! Have a wonderful evening.

Sincerely,

Dawn K.
Team Leader-Mopar Specifying





Update on Catalog QC Reviews

Back in October, we began a quality review of twenty eight 2011 and 2012 catalogs. I'm happy to report that the team just completed making the last of the needed corrections. It may take a few weeks for all of the corrections to make their way into StarParts.

A giant thanks goes out to all involved with this initiative.

Project Summary:

- ✓ The quality review was performed on twenty-eight 2011 and 2012 catalogs
- ✓ Twenty-two dealership parts department volunteers also performed catalog reviews
- ✓ About 4,000 total corrections were identified / completed
- ✓ About 1,200 non-illustrated parts - now have illustrations

[illegible]



February Feedback

Feedback	Reply
It would be nice to copy and paste to the search engine. Like the new Star Parts! Thanks !	We agree!! This functionality will be added in the near future.
Just for a suggestion of improvement would like to have an option to email pictures to customers. Seems like less and less people have fax machines anymore.	The new release of StarParts added the functionality of printing to a PDF. When printing a page in StarParts, rather than sending the page to the printer, the page is presented in a PDF on your computer. The PDF file can be saved to your computer and attached to an email. Printing to a PDF is currently available while on the Parts screen, the Search results screen and the Bookmarks screen. In addition we plan on adding this functionality to the rest of the screens that have the print function in StarPart. Look for this new functionality in the near future.
How do I tell which way the vehicle is facing in the illustration? I'm going to imagine the left side of the illustration is the rear of the vehicle.	Starting with the 2012 model year vehicles, Mopar implemented refined Parts Catalog and Graphic Standards in order to have a more standard theme to the catalog illustrations. The new standard regarding illustration perspective and orientation is shown below.
It would make it easier to locate correct link if we had an arrow showing the direction of the front of vehicle.	The use of directional arrows is one of the new standards implemented late last year. Starting with the 2012 model year vehicles a directional arrow or reference parts will be used if the orientation is not easily recognizable.
This part number has a note added by Chrysler in the upper right section of the "Note" area. This note is needed from time to time by the body shops for insurance purposes and would be nice to copy and paste it to an email. Can't do that at this time.	Copy and paste is one of the functionalities we will be trying to implement in the near future.

Illustration Perspective / Orientation Standard

Components should be illustrated as seen from the front of the vehicle, picturing the vehicle from the top left side to the right bottom side.

Exceptions can be made where the opposite orientation is needed for a more accurate visual. Illustrations should reflect 3D perspective.



2012 – 2004 Touch-Up Paint

We just added this 27 page Touch-Up Paint catalog to the StarParts Library. It contains all exterior and interior paint colors in both spray and tubes. It also contains the assortment kits.

The Parts Specifying Hotline receives quite a few calls for this, so we think you will find this information very helpful.



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.

