



AUTO INDUSTRY NEWS ALERT

ORANGE COAST CHRYSLER/JEEP/DODGE AUTO DEALER TO CONSOLIDATE UNDER ONE ROOF

Move is Part of Chrysler LLC's Project Genesis Initiative to Enhance Customer Service

COSTA MESA, Calif. (July 7, 2008) – Family-owned Orange Coast Dodge, Jeep and Chrysler dealerships in Costa Mesa, Calif., will consolidate into one facility on Harbor Boulevard in Costa Mesa as part of Chrysler LLC's Project Genesis initiative. Introduced by Chrysler in fall 2007, Project Genesis intends to create a more viable dealer body to improve customer service and increase profitability and value for its dealers across the country.

Jon Gray, president of the local "Five Star" Chrysler/Jeep/Dodge dealerships sees the consolidation as an opportunity to become less fragmented and more efficient, resulting in an improved experience for his customers. "Having benchmark processes executed by the best people without the distraction and duplication of two facilities will lead to a higher level of customer service and loyalty as well as employee satisfaction."

Gray's dealerships currently rank number one in sales volume in Orange County and have been respected members of the community for many years. The Jeep dealership was founded in 1981, with the Dodge site opening in 2001.

Currently, the dealership serves its sales, service and parts customers at two locations in Costa Mesa, just one mile apart. The Jeep/Chrysler facility will be integrated at the Dodge location at 2929 Harbor Boulevard from July 17-18.

"We see no disruptions in customer service during the integration phase," said Gray. "With the support of Chrysler and the expertise of our management team at Orange Coast, we have ensured the move will be seamless and virtually transparent to our customers. In fact, we fully anticipate that our customers will appreciate the move and experience improvements from Day One."

###