

Mopar Celebrates 75th Anniversary

- More than 120 countries
- More than 500,000 parts and accessories
- More than 19 million square feet of warehouse space
- More than 45 commercial offices
- More than 50 parts distribution centers
- More than 20 customer-care call centers
- More than 3,500 suppliers
- More than 11,000 ship-to locations
- More than 350,000 order lines daily
- More than 400 Mopar clubs
- Brand now encompasses entire customer after-sales experience for Chrysler Group LLC and Fiat S.p.A. Automotive Group customers

August 31, 2012, Auburn Hills, Mich. - Mopar or no car.

The Mopar brand proudly celebrates its 75th anniversary in 2012.

Starting as the name of a single product — antifreeze — the Mopar brand evolved over 75 years, developing a strong identity that represents authentic parts and accessories, expert service, and convenient car care. Today, Mopar is moving full-speed ahead into the global marketplace and building on its reputation for top quality, trusted service and high performance.

“The Mopar brand has a proud 75-year heritage,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “The mission at Mopar is to fully support all of our brands by providing every single one of our customers with an exceptional after-sales experience. We will do this by continuing to offer cutting-edge technology, innovative products, authentic, quality-tested parts, and high-quality customer service.”

How it Began: MOtor PARts

The Mopar brand was officially trademarked in 1937 at a meeting of the Chrysler Parts Corporation’s Activities Council in Highland Park, Mich. The committee mulled over a list of names for Chrysler’s antifreeze product and came up with “MoPar,” a contraction of the words MOtor and PARts.

Mopar became a brand name for most Chrysler Corporation parts, and gradually evolved into the name of the parts business itself. The moniker was officially attached to a Chrysler parts organization in the late 1960s, when Chrysler created an aftermarket business unit named the Mopar Division.

Mopar in the 1960s

In the 1960s, the brand took on an expanded meaning with the advent of high-performance “package cars,” based on the 1962 Dodge Dart and Plymouth Belvedere. These specially crafted race vehicles dominated the drag strip, garnering the brand enduring respect from grassroots racers and automotive enthusiasts.

The 1960s also saw the introduction of Max Wedge and HEMI® Super Stock package cars, as well as altered-wheelbase “funny cars.” Racers and enthusiasts began to refer to these exciting new racecars as “Mopars,” and a new car culture began to emerge.

The last package cars of the era appeared in 1968, when Chrysler built a series of Dodge Dart and Plymouth Barracuda HEMI Super Stock cars. The legacy of these race vehicles is carried on today in National Hot Rod Association (NHRA) competition and in the Super Stock/A-HEMI (SS/AH) class in the Mopar HEMI Challenge.

Mopar further served this new market for high-performance by introducing a line of “special parts” for super-stock drag racers, which was continuously expanded throughout the 1970s and 1980s as the Mopar “Direct Connection” line of parts. The brand’s performance parts business ultimately developed into the Mopar Performance Parts division in 1987, with the aim of enhancing speed and handling in vehicles for both road and racing use.

Mopar Today: A Global Brand Supporting Chrysler Group LLC and Fiat S.p.A.

With Chrysler Group LLC’s partnership with Fiat S.p.A., Mopar continues to expand its global footprint. In 2011, Mopar opened operations in Shanghai and Dubai along with Mopar Express Lanes in the Middle East. In 2012, Mopar opened operations in Brazil and Argentina.

The brand started showcasing its vast product portfolio at international auto shows including Frankfurt, Geneva, Beijing and Bologna. And to support the North American launch of the new Dodge Dart, Mopar introduced more than 150 quality-tested accessories, the most in the compact-car segment.

The evolution of Mopar continues unabated, with a number of milestones and innovations achieved in recent years. In November 2008 Mopar reintroduced the “package car”— the 2009 Mopar Challenger Drag Pak, with the first of the race-ready vehicles delivered to Mopar drag-racing legend “Big Daddy” Don Garlits. Mopar also produced a 2010 version and then ramped up the program with more cylinders and more excitement with the introduction of the 2011 Mopar Challenger V-10 Drag Pak, a 512 cubic-inch monster.

The brand revealed a historic “first” in 2010 with the introduction of the Mopar ‘10 Challenger, the first-ever Mopar version of a production Chrysler Group vehicle. The Mopar ‘11 Charger followed for the 2011 model year, putting first-ever, limited-edition, Mopar-badged production vehicles on the showroom floor. The tradition continued in 2012 with the introduction of the Mopar ‘12 300.

Over the years, Mopar expanded its service and parts offerings. With the introduction of Mopar Express Lane service, customers now have an option for fast, affordable and dependable routine vehicle service. And with extended customer-service hours on Saturday, needed repairs and service may be scheduled to fit in even the most hectic schedule.

Today, competitive makes are also welcome for Mopar service at Chrysler Group dealers. The brand’s new partnership with Magneti Marelli, announced in April 2011, gives the Chrysler Group dealership network the ability to fully service competitive vehicles. The Italian aftermarket parts supplier is currently supplying Mopar and Chrysler Group dealers with brakes, shocks, struts, oil filters, air filters, fuel filters and cabin filters for competitive makes.

Through its long history, Mopar has always been on the leading edge of technical advancements, and the brand continues to blaze a trail on the technological front. Recent industry-first features from Mopar include in-vehicle wireless charging, smartphone vehicle-information applications, electronic owner manuals, in-vehicle Wi-Fi, and a new interactive vehicle-tracking device that sends the owner a text when his or her vehicle is driven too fast or too far by others.

After 75 years, Mopar continues to serve a vital role in the success of Chrysler Group, reflecting the brand’s strength and heritage. Mopar adds value to every Chrysler Group and Fiat S.p.A. vehicle, with the shared goal of adding value to the company’s brands and satisfying customers.

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Mopar Brand Continues to Build Momentum

- Mopar ‘12 300
- Mopar JK-8 Kit
- Mopar Ram Runner Kit
- Mopar Challenger Drag Pak: industry-first factory-built V-10 Powered Race Car
- Mopar Police Car Packages
- New Mopar Grilles and Wheels for Chrysler 300
- Mopar Industry-first In-vehicle Wireless Charging
- Industry-first Off-road Camper Trailers
- Industry-first Electronic Vehicle Tracking System (EVTS)

- Industry-first Vehicle-information Apps
- Mopar Online Ordering System
- Brand-specific Toll-free Customer-care Phone Numbers
- Extended Saturday and Industry-first Sunday Customer-service Hours
- Mopar Express Lane
- Mopar, Magneti Marelli and Shell Lubricants Strategic Agreement
- Mopar/Magneti Marelli Dodge Avenger Rally Car
- “Moparized” Vehicles in Moab
- Mopar-first Features

The Mopar brand is moving full-speed ahead.

“Whether it’s service, parts or customer care, we are fully leveraging the Mopar brand at every turn,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service parts and customer-care brand. “The Mopar brand has tremendous equity and we are building on it by continuing to offer cutting-edge technology, innovative accessories, authentic parts, and quality customer service.”

MOPAR '12 300

Building on the success of Mopar versions of the 2010 Dodge Challenger and 2011 Dodge Charger, the new Mopar '12 300 transforms the Chrysler 300 flagship sedan into a performance tribute to celebrate Mopar’s 75th anniversary with unique appointments, select high-performance parts and appearance items straight from the Mopar parts catalog.

Power and performance

Mopar earned its factory-designed performance reputation with enthusiasts and the most discerning race drivers for the past 75 years – and the new Mopar '12 is designed to showcase the brand’s prowess.

When looking under the hood of the Mopar '12 300, an exclusive Mopar engine cover hints at the 363 horsepower 5.7-liter HEMI® V-8 engine with innovative four-cylinder mode Fuel Saver Technology beneath. Backed with a proven five-speed W5A580 automatic transmission, Mopar aficionados will appreciate the unique Mopar shifter combined with Auto Stick. With Auto Stick, drivers may select a higher or lower gear while the transmission controller helps prevent the possibility of an over-rev condition.

At the rear, the differential has been boosted from 3.06:1 to a 3.91:1 final-drive ratio for enhanced acceleration – unique to the Mopar '12 – enabling 0-to-60 mph blasts in the low 5-second range.

Track-tuned suspension delivers precision handling

The new Mopar '12 300 features the second-generation E-segment architecture’s performance-tuned suspension with 42 percent stiffer front and 23 percent stiffer rear spring rates compared to Chrysler 300 models with the touring-tuned suspension. For improved grip and braking, stickier P245/45R20 Goodyear Eagle F1 three-season tires replace all-season radials, and high-performance brake linings mounted to dual-piston front and single-piston rear calipers deliver fade-resistant stopping performance.

Unique Mopar 300 ‘Street Machine’

Similar to the new Chrysler 300S models, Mopar '12 300 adds even more street credibility with its blacked-out appearance and unique Mopar appointments. A Mopar Black Chrome seven-bar grille and grille-surround matches the black-accented headlamp bezels and fascia accents for a low-key presence.

Highlighting the Gloss Black exterior contours of the Mopar '12 300 are Mopar Blue A-line body-side stripes. Large 20-inch by 8-inch Mopar forged-aluminum wheels are painted in Gloss Black and include Mopar center caps. Commemorating the brand’s 75th year, “Mopar 75” fender badges feature the Mopar Blue “omega” logo. On the deck lid, a “Mopar Design” badge hints at select Mopar parts and accessories that have been infused to enhance performance and distinguish the Mopar '12 300 from any other Chrysler 300.

Inside, Mopar '12 300 features a monotone black interior environment with Mopar Blue accents throughout. Perforated leather wraps the large-bolstered 12-way power driver and passenger heated-front sport seats, and

includes Mopar Blue accent stitching on the seating surface, along with French-seamed stitching at the perimeter and a black/blue two-tone leather combination. Rear heated seats feature the same perforated leather and corresponding Mopar Blue stitching treatment.

A thick-rimmed steering wheel with die-cast paddle shifters (for Auto Stick) and a unique Mopar shifter handle are wrapped in black leather and stitched with matching Mopar Blue thread. Mopar sill plates and a serialized "Mopar '12 Limited Edition" badge complete the list of unique appointments.

The enthusiast-designed interior of the Mopar '12 300 is enhanced further with matte carbon hydrographic accents on the instrument panel and center console areas, while Piano Black is used on the interior center stack, instrument panel, steering wheel, gauge cluster and door panel elements to provide a unique lacquered appearance.

World-class connectivity with segment's largest touchscreen display

State-of-the-art Uconnect Media Center 8.4 provides Mopar '12 300 passengers with the segment's largest touchscreen display (8.4-inches) and next-generation mobile infotainment, connectivity and multimedia features. In addition, the Mopar '12 300 features a unique "Mopar" start-up screen.

Uconnect Media Center also controls Mopar '12's 506-watt Alpine nine-speaker premium audio system with subwoofer, 12-channel amplifier with 506 watts of power, and digital signal processing (DSP) for 7.1-adapted surround sound.

SafetyTec Group: Advanced Active-safety features for 360-degree perspective

The new Mopar '12 300 provides customers the latest in accident-avoidance features with its standard SafetyTec Group, combining advanced active- and passive-safety technologies for enhanced driver confidence.

The SafetyTec Group includes adaptive-forward lighting (AFL), high-intensity discharge (HID) projector high and low-beams with automatic headlamp leveling, Forward Collision Warning (FCW) with adaptive-cruise control (ACC), Blind-spot monitoring (BSM) with Rear Cross Path (RCP) detection, ParkSense front and rear park assist system, LED-illuminated rear fog lamps, exterior mirrors with supplemental turn signals and approach lamp. Additional safety features include a HomeLink universal transceiver, rain-sensing wipers and SmartBeam headlamps.

The Mopar '12 300 is built in Brampton, Ontario. Customers who purchase one of these 500 limited-edition Chrysler 300 models will receive a personalized owner kit in a customized Mopar '12 300 box, Mopar-branded key fobs and Mopar '12 300 merchandise. The kit will include a certificate with the vehicle identification number (VIN), exact date of manufacture and the number of the vehicle. The kit also will include an original sketch of the car signed by the designer and a brochure highlighting unique features of the vehicle.

2013 Dodge Dart 'GTS 210 Tribute'

For the all-new 2013 Dodge Dart, Mopar will offer more than 150 accessories, the most in the compact-car segment.

Hot off the heels of its worldwide production debut at the 2012 North American International Auto Show, Mopar wasted no time giving the 2013 Dodge Dart even more sporting pretensions both inside and out. The all-new Dodge Dart embodies class-leading and class-exclusive features in many areas including aerodynamics, technology and safety, and stage kits by Mopar enhance these attributes. The Alfa Romeo-based Dodge Dart already has sporty driving dynamics baked into its DNA, and Team Mopar added even more distinction to reinforce the car's fun-to-drive nature.

Stage 1 Appearance Package

The exterior picks up several matte-black trim pieces, including a lower chin spoiler, side sills, rear spoiler and rear-diffuser panel. A lightweight carbon-fiber hood with large air scoop and 18-inch, 10-spoke forged alloy titanium-colored wheels finish off exterior modifications.

Red and black is carried over into the interior, which has been refined beyond the 14 interior color and trim options available in the all-new 2013 Dodge Dart. Ruby Red is the dominant color used on Katzkin leather seat fronts, door panels, center armrest and map-pocket inserts. Black accent stitching is used in the seats and armrest, as well. Piano Black trim is used on the shifter bezel, cup holder bezel and dash-vent bezels. Final interior touches include a black suede instrument cluster brow with red accent stitching, a Piano Black accented floating island bezel, and a Ruby

Red and black leather-wrapped steering wheel with red accent stitching.

Stage 2 Performance Package

The Dodge Dart GTS 210 Tribute performance calibration has been employed maximizing fuel/air mix and spark advance, with an improved air-flow intake and low back-pressure exhaust to achieve 210 horsepower from a base engine of 184 horsepower.

2012 Fiat 500 'Stinger'

Building on the Fiat 500's "Hottest Sports Compact Car" award by the Specialty Equipment Market Association (SEMA), the new Fiat 500 "Stinger" integrates two Mopar stage kits that deliver bold styling appointments and select high-performance parts from the Mopar catalog.

Adding even more style to the new 2012 Fiat 500 Sport, the Fiat 500 Stinger features Giallo (yellow) exterior paint combined with unique blackened exterior and interior appointments – all designed to amplify the hatchback's athletic Italian styling.

Stage 1: Athletic and purposeful styling enhancements

For a more aggressive appearance, the Fiat 500 Stinger's signature "whiskers and logo" face and circular projector headlamps are finished in Black Chrome. Accenting the Giallo bodyside are exterior door handles and mirror caps finished in Black Chrome, while larger 17-inch by 7-inch Abarth Hyper Black aluminum wheels with wider 205/40 R 17 performance tires provide the hatchback with a menacing stance below. Tinted head and taillamps and license-plate brow, and Mopar's vinyl bodyside and roof graphics in black checker add to the Fiat 500 Stinger's serious look.

The interior of the Fiat 500 Stinger continues the duality of Giallo and black with Mopar's Katzkin leather seats. Based on the Fiat 500 Sport's athletic-styled seats, the 500 Stinger's seats feature Alcantara seat centers sandwiched by smooth Giallo black leather bolsters and Giallo accent stitching. Below, a Mopar carbon-fiber instrument panel decal provides this Cinquecento's interior with a technical appearance. A Mopar shifter ball is finished in Gloss Black and completes the appearance.

Stage 2: Track-tested performance upgrades

Delivering factory-designed performance, Mopar's new Stage 2 kit ensures that the Fiat 500 Stinger delivers improved power and braking capabilities to match its aggressive styling upgrades.

Mopar's cold-air intake and free-flowing cat-back exhaust enable the Fiat 500 Stinger's fuel-efficient 1.4-liter 16-valve MultiAir engine to deliver even more power and torque.

And to make sure this Cinquecento delivers track-ready brake performance, the Fiat 500 Stinger features performance brakes with cross-drilled rotors for additional surface-heat dissipation.

2012 Mopar Jeep Compass 'True North'

Like all Trail Rated Jeep models, the Jeep Compass is a capable off-road machine. With the Mopar Jeep Compass "True North" model, Mopar further improves its off-road form and function.

The exterior features a matte black finish on the roof, wheel flares, lower fascia, door cladding and black grille with body-color inserts. Other exterior touches include black-headlamp and fog-lamp surrounds, rear fog lights, custom front and rear brush bars and custom rock rails. Matte black 16-inch alloy wheels with BF Goodrich All Terrain tires and a 2-inch lift kit add additional off-road go.

The interior received lots of attention from Mopar and renowned audio component manufacturer Kicker. The entire audio system, including front and rear speakers, amplifier, sub-woofer and lift gate speakers are provided by Kicker, and transform Jeep Compass into a rolling high-end sound studio. A custom center stack gauge pod that houses pitch-and-roll inclinometer gauges, add to the vehicle's off-road credentials. A Mopar bright pedal kit, door-sill guards, rear-cargo tray, shift knob and neoprene seats complement each other while enhancing the quality feel of the cabin.

MOPAR JK-8 KIT: MOPAR ANSWERS CALL FOR JEEP® WRANGLER PICKUP TRUCK

Jeep enthusiasts now have the opportunity to transform a four-door Jeep® Wrangler Unlimited into a two-door pickup

truck.

The manufacturer's suggested retail price (MSRP) for the Mopar JK-8 kit is \$5,999. The kit, which comes with a three-year/36,000-mile warranty, is now available for ordering through Mopar at Chrysler, Jeep, Dodge and Ram Truck dealerships. The warranty covers kit materials and workmanship performed at a Chrysler Group dealership.

"Jeep Wrangler and Wrangler Unlimited are some of our most accessorized vehicles," said Pietro Gorlier, President and CEO, Mopar, Chrysler Group LLC's service, parts and customer-care brand. "New Jeep Wrangler owners typically spend more than \$500 on Mopar accessories. For Jeep Wrangler Unlimited owners, our new Mopar JK-8 kit answers the call for even more radical customization. And it's yet another example of how Mopar will continue to support our brands with innovative features."

Mopar first revealed its JK-8 kit at the Moab Jeep Safari. The kit takes cues from the popular Jeep Scrambler CJ-8 from the 1980's. Major components include a spacious 44-inch-by-50-inch steel bed, inner and outer bedsides constructed from stamped sheet metal, sport bar extensions, Freedom Panel assemblies, a removable fiberglass hardtop with a sliding rear window, two fixed side windows and a fiberglass bulkhead.

Staying true to the Jeep brand, the JK-8 kit offers Jeep Wrangler Unlimited capability in the form of a mini pickup. In addition, the top may be completely removed for an open-air experience.

A special badge is featured on the left rear quarter panel of each kit, celebrating the heritage of the Jeep Scrambler CJ-8, along with design implementations that were adopted from original J-8 military Jeep pickups.

For ease of purchase, the kit is available as a single part number (77070049AB) with all hardware and body panels included. The kit may be purchased and installed at a Chrysler, Jeep, Dodge or Ram Truck dealership.

JK-8 Conversion Process

Two processes are involved in the conversion of a four-door Jeep Wrangler Unlimited to a two-door pickup truck: disassembly and reassembly.

In disassembly, each rear door is removed. Next, the rear-bumper assembly, hardtop and Freedom Panels are removed, followed by the rear portion of the interior, which includes seats and carpeting. Exterior trim parts are removed and preserved; inner and outer body panels are removed by drilling out the spot welds, which allows the panels to fall away and avoids having to cut into the sheet metal. The rear sport bar is cut away and removed along with B-pillars.

Reassembly into a two-door pickup truck begins with installation of the B-pillars, cross member, floor-pan assembly (truck bed), and the inner and outer quarter panels (welding is involved in assembly). Next to be installed is the bulkhead reinforcement assembly and sport bar extensions, and finally the installation of the fiberglass bulkhead itself. The kit, with components delivered e-coated, is then prepped for paint. Windows are installed to the hardtop, which is then installed on the vehicle. Exterior trim parts are then reinstalled.

Following is information regarding the main components included in the Mopar JK-8 kit.

Mopar JK-8 Body Weld Kit Complete (all parts are sold together in one complete kit)

Freedom Panels: Fiberglass panels over front seats

Hardtop: Made from fiberglass, the hard top may be removed and features a sliding rear window

Bulkhead: The bulkhead for the kit is made of fiberglass and separates the cab from the bed of the truck, and permanently attaches to the vehicle

Bed: The spacious 44-inch-by-50-inch bed features strong steel construction

Inner/Outer Bed Panels: Bed panels are stamped sheet metal and provide durability and functionality

Sport Bar Extensions: New sport bar extensions replace the rear portion of the sport bar that is removed for the conversion. These bars complement the structure of the vehicle

MOPAR RAM RUNNER

The Mopar Ram Runner kit, developed with successful Baja off-roader Kent Kroeker, includes the following: Pre-Runner Stage II Lift Kit, off-road front bumper, off-road front and rear fenders, off-road rear-tire carrier, sport performance hood and cat-back exhaust. Each element of the kit may be purchased separately. The kit may be installed by do-it-yourselfers or in a Ram dealership.

The Mopar Ram Runner kit is equal to or better than the competition on a number of fronts. The heavy-duty suspension system can handle practically any abuse the off-road dishes out. Front upper and lower control arms, which are inches longer than production arms, provide added width and allow greater wheel travel over rough dirt trails.

Front lower control arms are constructed of plate steel in order to withstand off-road punishment. Upper control arms include rebuildable high-angle ball joints. Both inner and outer tie rods are substantially strengthened and contribute to the vehicle's rugged, off-road steering characteristics and capabilities. Outer tie rods, constructed of forged steel, measure 1 inch in diameter. Inner tie rods also are nearly 20-percent beefier than production, increasing from .62 inches to .75 inches.

At the rear, a 5-link coil spring rear suspension is utilized and helps provide a 30-degree departure angle.

The Pre-Runner Stage II kit offers a boost in suspension travel, 14 inches both front and rear, which is superior to the suspension travel on the Ford SVT Raptor. The Ram Runner kit, which includes Fox 3-inch internal bypass shocks, offers performance on par with that of an off-road Baja race truck and outperforms the 2.5-inch shocks of the competition.

Ground clearance is approximately 13 inches at the center of the front cross-member and 16 inches at the rocker panels.

Body parts included in the Mopar Ram Runner kit feature a tough-yet-stylish look built to handle the rigors of the off-road while turning heads on the street. The front bumper is constructed of steel with an integrated skid plate. With a 41-degree approach angle, ample clearance is assured over the deepest off-road obstacles.

Front and rear fiberglass fenders are lightweight, tough and durable with wider wheel wells that allow for tremendous suspension articulation with zero tire-to-body interference. The 8-inch wider track also provides an imposing, aggressive look.

The stamped aluminum, dual-scooped sport performance hood adds even more to the forceful appearance of the Ram Runner Kit. The spare-tire carrier is located in the bed of the pickup and enables easier access and provides the ability to transport a larger spare tire, contributing to the overall appearance and "Baja truck feel."

Following is additional information on the Mopar Ram Runner kit, which is available for owners of 2009 to 2011 model-year Ram 1500 models:

Mopar Ram Runner Kit: (each part may be purchased separately)

Pre-Runner Stage II Lift Kit: 5-link coil-spring rear suspension, lower control arms, upper control arms, rebuildable high-angle ball joints and forged steel, high-angle tie rods. Fourteen inches of suspension travel in front and rear, three-inch internal bypass Fox shocks. (MSRP: \$13,670, Part No. P5155662)

Off-Road Front Bumper: Steel construction with integrated skid plate, high approach angle of 41 degrees provides greater clearance over off-road obstacles. (MSRP: \$1,290, Part No. P5155663)

Off-Road Rear-Tire Carrier: Rear placement allows for easier access and ability to carry larger tires needed for the off-road. (MSRP: \$1,425, Part No. P5155664AB)

Off-Road Front Fenders: Tough, durable fenders feature wide wheel wells allowing for tremendous suspension articulation, zero tire-to-body interference, and provide an imposing, aggressive look. (MSRP: \$1,055, Part No. P5155665)

Off-Road Rear Fenders (6-foot, 4-inch bed): Tough, durable fenders feature wide wheel wells allowing for

tremendous suspension articulation and zero tire-to-body interference. (MSRP: \$1,395, Part No. P5155666)

Sport Performance Hood: Stamped aluminum, dual-scooped hood with molded bezels adds to the forceful appearance of the Ram Runner kit. (MSRP: \$1,070, Part No. 82211065AE)

5.7L Cat-Back Exhaust: Dual exhaust with chromed tips for bumper with cut-outs. (MSRP: \$1,175, Part No. P5155280)

2011 MOPAR CHALLENGER DRAG PAK: INDUSTRY-FIRST 500-PLUS CUBIC-INCH V-10 DRAG-RACE PACKAGE CAR:

Racers rejoice. Mopar dropped a V-10 into the iconic Dodge Challenger.

The new race-only V-10 powered rear-wheel-drive 2011 Mopar Challenger Drag Pak features an 8.4-liter 512 cubic-inch engine with a 2-speed automatic transmission.

"With the introduction of our Mopar Challenger Drag Pak, Mopar is the only place to get a factory-built V-10-powered race-ready drag car," said Gorlier. "Mopar's Challenger Drag Pak is a race rocket that will appeal to racers, collectors, dealers, and Dodge Viper owners."

Based on the 2011 Dodge Challenger and finished in a Stock Eliminator and Super Stock configuration, the 2011 Mopar Challenger V-10 Drag Pak is the first and only 500-plus cubic-inch V-10 drag-race package car. The car features competition wheels and tires, a Mopar solid rear axle with performance gear ratio, a 2-speed drag-race transmission with integrated roll control, a complete competition fuel system with fuel cell, and a complete interior with gauge package.

The Mopar Challenger V-10 Drag Pak features a Bright White paint scheme with color options. The Manufacturer's Suggested Retail Price (MSRP) is \$85,512.

Mopar offers three options with this vehicle. First, the Competition Package includes an eight-point roll cage, six-point safety harness and a mesh window net (MSRP: \$7,950, part number P5155820). Second, a Mopar logo body wrap (MSRP: \$980, part number P5155892) and third, a range of body colors (MSRP: \$6,700, part number P5155893). With the Competition Package, the car is ready to go down the drag strip.

Orders must be submitted using the Mopar Challenger V-10 Drag Pak Application, which is available now at www.Mopar.com, the Mopar Direct Connection Tech Line at 888-528-HEMI (4364), or a local Dodge dealer. Customers should work with their local Dodge dealer to submit their application.

2011 Mopar Challenger Drag Pak Highlights

- Identification plate with unique serial number sequence
- Primed and painted body, color options available
- 512 CID V-10 engine
- Unique engine calibration
- 2-speed automatic transmission with shift assembly and built-in roll control
- Special body-in-white modified for drag racing
 - o No windshield wiper assembly
 - o No HVAC system (includes block off plates)
 - o No rear seats
 - o No power-steering system
 - o No underbody heat shields
 - o Complete fuel cell assembly
 - o Race headers with collectors
 - o Modified tunnel for transmission clearance and one-piece drive shaft
 - o Raised floor above differential for solid-axle conversion clearance
- Polycarbonate door windows
- Smart-glass door window system
- Solid engine mounts

- Mopar solid rear axle
- Lightweight seats to accommodate 6-point harness
- Special modified K-member with drop-out crossmember
- Lightweight drag-race-only front-brake assembly
- Manual rack-and-pinion steering
- Front chin spoiler
- Lightweight cooling module with electric fan
- Lightweight instrument panel assembly
- Special cable-operated decklid release
- Special cable-operated throttle pedal and linkage
- Race-style wheels and tires

MOPAR POLICE CAR PACKAGES

Dodge and Mopar are in hot pursuit of police car sales.

Mopar offers six all-new quality-tested and factory-installed police-equipment packages for the high-performance Dodge Charger Pursuit. Vehicles are ready-for-duty right from the manufacturer.

“Mopar is adding even more value to our Dodge Charger Pursuit,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “We are adding proven, quality-tested tactical equipment to this pursuit vehicle and creating a one-stop shop for police customers. With six quick-order packages, police departments have the ability to customize their vehicles to exact specifications.”

To enhance Dodge Charger Pursuit’s world-class levels of technology, safety, handling and efficient power, Mopar teamed up with industry-equipment leader Crown North America to develop six police packages that are designed to provide law-enforcement officers with the best combination of tactical equipment and performance. These police-equipment packages feature emergency lighting, audible warning, communication and safety equipment. Industry-leading suppliers involved in the development include Whelen Engineering, Setina Manufacturing and Havis, Inc.

“With rear-wheel-drive, best-in-class V-8 power, seven air bags and up to 27 miles per gallon during highway cruising, the Dodge Charger Pursuit is an excellent police car on its own merits,” said Reid Bigland, President and CEO, Dodge Brand — Chrysler Group LLC. “Our partnership with Mopar to produce these six police packages takes the car to the next level by allowing our customers to customize their cruisers to meet their specific needs.”

Mopar conducted extensive testing to ensure that its police upfit equipment met and exceeded the heavy-duty durability-cycle tests requirements of the Dodge Charger Pursuit.

“Our new packages simplify the police-vehicle order and upfit process,” said Peter Grady, Vice President, Network Development and Fleet — Chrysler Group LLC. “With Mopar police equipment, we can deliver quality turn-key police vehicles in a predictable order-to-delivery time.”

The base police prep package for the Dodge Charger Pursuit includes the following:

Emergency Equipment Electrical System Wire Harness: Capable of providing the appropriate power, ground, and fusing for a variety LED, lighting, siren, computer, modem, radar or camera systems. The wire harness integrates with both the Vehicle Systems Interference Module (VSIM) 24-way connector and the 12-pin connector that Chrysler Group provides at the console.

Power Distribution Center (PDC): Contains the fusing and relays for circuits contained in the wire harness. The PDC is supplied from the battery with two 100-amp main fuses. These fuses are separated in order to accommodate departments that wish to control some circuits with a timing device. For installers who want to use timer systems in order to prevent power drains on the battery, the PDC will accept the device’s output and channel it to the usual elements controlled by timers, including camera, computer, modem and printer systems.

Slide-out trunk tray: Provides a stable, easily accessible platform from which the installer can position and install electrical equipment. The trunk tray provides a 37.5-inch by 19-inch mounting surface for electrical and

communications gear. Locking slides provide the movement, allowing a technician easier access to equipment mounted to the tray. An industry-first integral ground buss bar helps eliminate poor grounding, the most common equipment issue. The tray is adjustable and allows for a variety of equipment heights and needs.

Trunk air-circulation fan: Stabilizes trunk temperature in a relatively short period of time, helping all trunk-mounted electronic equipment to function properly by circulating heated or cooled air from the driver's compartment into the trunk area.

Siren speaker: Provides a 100-watt siren driver that is certified to meet SAE Class A and California Title XIII requirements when matched with an appropriate siren amplifier. Given that the system is mounted behind the grille, the look of the vehicle remains clean, while the siren location does not impact engine cooling.

The Dodge Charger Pursuit's available police-equipment packages include six quick-order package options:

- **Base Prep Police Package (AYE):** includes front and rear wire harness, power distribution center, siren speaker with bracket, trunk tray and trunk cooling fan
- **Patrol Package 1 (AYF):** includes police floor console, front-corner LED lamps, rear-corner LED lamps, front and rear wire harness, power-distribution center, siren speaker with bracket, trunk tray and trunk cooling fan
- **Patrol Package 2 (AYH):** includes police floor console, push bumper, front and rear wire harness, power-distribution center, siren speaker and bracket, trunk tray and trunk cooling fan
- **Patrol Package 3 (AYM):** includes push bumper, police floor console, front corner LED lamps, rear corner LED lamps, front and rear wire harness, power distribution center, siren speaker with bracket, trunk tray and trunk accessory cooling fan
- **Slick Top Police Package 1 (AYN):** includes police floor console, front and rear wire harness, power-distribution center, siren speaker with bracket, trunk tray and trunk cooling fan
- **Slick Top Police Package 2 (AYP):** includes front-corner LED lamps, rear-corner LED lamps, front and rear wire harness, power distribution center, siren speaker with bracket, trunk tray and trunk cooling fan

The Dodge Charger Pursuit equipped with Mopar's police equipment packages is now available for ordering through Chrysler Group LLC's fleet operations. The Dodge Charger Pursuit is manufactured at Chrysler Group's Brampton Assembly Plant in Brampton, Ontario. Police equipment installation is completed at the Crown North American upfit center in St. Thomas, Ontario. For more information, visit www.fleet.chrysler.com.

In addition to the six packages, 24 Mopar parts may be ordered separately:

- Push bumper
- Siren speaker and bracket
- Grille lights
- Front corner LED lights
- Rear corner LED lights
- Side lights
- Visor lights
- Overhead light bar – full feature
- Overhead light bar – limited feature
- Rear deck lights, full width
- Rear deck lights
- Police floor console
- Can-Com Siren system
- All-weather floor mats
- Trunk tray
- Trunk cooling fan
- Spare-tire relocation bracket
- Front wire harness

- Rear wire harness
- Power Distribution Center
- Front splash guards
- Rear splash guards
- Hitch receiver
- 7-Way trailer-tow harness with 4-pin adapter

About the Dodge Charger Pursuit

America's high-performance police vehicle — the Dodge Charger Pursuit — provides law enforcement with the best combination of tactical technology, safety, power, efficiency and an iconic design.

The Dodge Charger features two uncompromised, high-performance engines that deliver world-class levels of power, refinement, technology and fuel efficiency.

Engineered to perform, the aluminum 3.6-liter Pentastar V-6 engine delivers 292 horsepower and 260 lb.-ft. of torque, offers E-85 flex-fuel capability and up to 27 highway mpg. For best-in-class power, the Charger Pursuit's legendary 5.7-liter HEMI V-8 engine with Fuel Saver Technology delivers 370 horsepower, 390 lb.-ft. of torque and up to 25-mpg highway.

With superior ride and handling, the Dodge Charger Pursuit features Chrysler Group's second-generation large car rear-wheel-drive architecture with performance-tuned suspension, load-leveling NIVOMAT shocks, heavy-duty anti-lock vented-disc brakes (ABS), front- and rear-stabilizer bars, 18-inch performance tires on steel wheels and two-mode police-specific electronic stability control (ESC).

Developed with the guidance of the brand's Police Advisory Board, the Dodge Charger Pursuit features a mobile-command interior with unique features, including a Vehicle Systems Interface Module for easy equipment integration, heavy-duty police-duty front seats and column-mounted shifter with Auto Stick.

In addition to its Insurance Institute for Highway Safety (IIHS) "Top Safety Pick," the Dodge Charger Pursuit surrounds the heroic men and women who protect with uncompromising safety and security equipment, including standard advanced multi-stage driver and front-passenger air bags, seat-mounted side-thorax air bags, supplemental side-curtain air bags for front and rear outboard passengers and driver's knee bag.

NEW MOPAR GRILLES AND WHEELS FOR CHRYSLER 300

Mopar offers eight new custom grilles and six new wheel designs for Chrysler's flagship sedan.

"Mopar is offering a full menu of grilles and wheels for those looking to customize and personalize their all-new Chrysler 300," said Gorlier. "By itself, the Chrysler 300 makes a statement. Our grilles and wheels provide exclamation points. And unlike other aftermarket offerings, our grilles are specifically tested for aero, cooling and thermal, and our wheels are specifically designed and tested for durability and impact."

Each grille is designed by Chrysler and provides an exact factory fit and finish. The selection includes a 13-bar grille and a diamond-pattern grille, both constructed of billet aluminum. Both grilles are chrome-plated and polished to a high luster. The 13-bar grille features narrow horizontal, 5 mm blades patterned within the traditional Chrysler 300 grille shape that first defined the model more than 55 years ago. The diamond-pattern grille features 154 individual diamond shapes and has a high-chrome polish.

Harkening back to traditional sports cars, the new Mopar grille selection also includes three wire-mesh grilles constructed of 2 mm steel wire set in a small-hatch diamond pattern. Mesh grilles are available in Bright Chrome finishes.

For a bit more subtlety, two versions of the production grille are also offered with new finishes. Both bright chrome and black chrome grilles are available.

Mopar also offers a traditional heritage-type egg-crate grille (late availability) reminiscent of the grille of the 1955 Chrysler 300, the first in a Chrysler 300 letter-car series. All of Mopar's custom grilles are inserts and easily fit within

the original grille-surround with no modifications required. Grilles may be ordered and installed on all-new Chrysler 300 models and carry a 3-year/36,000-mile warranty when purchased with the vehicle.

In addition to grilles, Mopar offers six new customized wheel packages for the Chrysler 300. Wheels are available in 18-inch, 19-inch and 20-inch diameters and include an array of finishes.

Included are two different wheels measuring 20-inch by 8-inch with a 10-spoke design that are constructed of forged aluminum. Finishes include Satin Carbon and painted Gloss Black.

A traditional five-spoke design, measuring 20-inch by 8-inch clad in Black Chrome, is also available.

On Chrysler 300 models that are equipped with all-wheel drive, a specific 19-inch, eight-spoke, cast-aluminum design is painted in a Satin Carbon finish.

Two five-spoke 18-inch Rallye Wheels are also offered. Constructed of cast aluminum, the highly polished version includes black pockets and a polished lip and machined spokes. The 18-inch wheel also is offered in a Gloss Black finish. Both finishes are designed to offer durable, corrosion-resistant protection.

MOPAR INTRODUCES INDUSTRY-FIRST IN-VEHICLE WIRELESS CHARGING

Look mom, no wires. After being the first to eliminate heavy, bulky owner manuals from its vehicles, Chrysler Group LLC, through its Mopar division, will now be the first to eliminate unsightly dangling power cords in its vehicles by offering in-vehicle wireless charging. The company will first make the technology available on the all-new 2013 Dodge Dart that arrives in dealerships in the second quarter of this year. "At Mopar, we look for every single opportunity to make our customers' lives easier," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "Our industry-first in-vehicle wireless charging system is the perfect solution for those connected customers who are always on the go." For easy access, a seamlessly integrated power bin, measuring 8.27 inches by 9.5 inches by 3.25 inches, is installed just below the center stack and in front of the center console. The bin has a built-in charging grid that is activated when customers place in their battery-powered device. The unit begins to charge when the vehicle is started. A phone case, specifically designed for a variety of smartphones, is required and included with the feature. Mopar in-vehicle wireless charging is available for \$199.99, plus installation (part number 82213216).

INDUSTRY-FIRST OFF-ROAD CAMPER TRAILERS

Go anywhere and sleep anywhere in off-road camper trailers from Mopar.

Designed to meet off-road capabilities of Jeep 4x4 vehicles, Jeep Trail and Extreme Trail campers incorporate Jeep Wrangler's rugged design cues, including Jeep Wrangler Rubicon 17-inch cast-aluminum wheels (with 5-lug-by-5-inch bolt pattern to utilize most Jeep vehicles' spare tire), taillights, fender flares, rear bumper (Trail Edition camper only), badges, and hood-tie downs. Both Jeep camper trailers may be ordered through Mopar at local Jeep dealers.

"Our trailers are specifically designed and engineered to meet strict capability requirements of Jeep," said Gorlier. "Mopar will continue to offer features that enhance the customer's experience with our brands and our vehicles."

Jeep® Trail Edition camper

The all-new Jeep Trail Edition camper is designed for the Jeep enthusiast looking to hit the trails with the family.

Unlike conventional recreational campers, the Jeep Trail Edition camper features an extensive use of lightweight tubular-aluminum construction (no wood or fiberboard materials) in order to ensure a long life and trouble-free lightweight towing.

The Jeep Trail Edition camper features Jeep Wrangler Rubicon's 32-inch Goodyear All Terrain tires, which provide excellent traction and 12 inches of ground clearance. Underneath, a unique torsion-bar trailing-arm suspension provide confident maneuvering and on-trail durability articulation. For protection, heavy-duty diamond-plated aluminum is strategically used to handle abuse from the elements.

Unfold the rugged diamond-plated aluminum top (capable of supporting 450 pounds of gear), and the Jeep Trail

Edition camper reveals spacious living quarters with 76 inches of headroom and space that sleeps up to four people. A comfortable multi-use sofa folds out into a bed, while a queen-sized bed provides maximum comfort for two adults. A built-in cabinet provides space for camping gear, while all-aluminum construction delivers a clean look and contributes to the camper's lightweight design.

A stowable center table offers occupants a place for dining or a surface for board games, while a 110-volt power inverter provides additional cooking, heating, cooling and entertainment options. Enclosing the home-away-from-home are premium window screens and privacy shades.

Available accessories include an available 6-foot by 6-foot exterior awning with screen enclosure (part number: LLROOM06, MSRP: \$692) that expands the Jeep Trail Edition camper's covered space for additional all-weather enjoyment. Improving the standard 2-inch trailer-hitch ball is an available heavy-duty pintle hitch with a 360-degree rotating axis for maximum off-road maneuvering and on-trail articulation (part number: LLHOOK02, MSRP: \$721). Also available is a T-slot roof rack (part number: LLRACK01).

The all-new Jeep Trail Edition camper is available through Mopar at local Jeep dealerships with a Manufacturer's Suggested Retail Price (MSRP) of \$9,995, which includes destination.

Following are part-number details for Jeep Trail Edition camper accessory models:

- Jeep Trail Edition camper in Bright Silver Metallic and Black (part number: LLBASE01)
- Jeep Trail Edition camper in Flame Red (part number: LLBASE02)
- Jeep Trail Edition camper in Mango Tango Pearl (part number: LLBASE03)
- Jeep Trail Edition camper in Natural Green Metallic (part number: LLBASE04)
- Jeep Trail Edition camper in Cosmos Blue (part number: LLBASE05)
- Jeep Trail Edition camper in Black (part number: LLBASE06)

Following are dimensions for the Jeep Trail Edition camper:

- Weight: 850 lbs.
- Height: 49.5 inches
- Width: 84 inches
- Ground clearance: 12 inches

Jeep Extreme Trail Edition Camper for Extreme Off-roaders

The all-new Jeep Extreme Trail Edition camper is designed to handle maximum off-road capability that hard-core off-road enthusiasts crave, with additional trail equipment to go anywhere and do anything.

Starting with the Jeep Trail Edition camper's off-road engineered suspension, the Jeep Extreme Trail Edition camper ups the ante with a heavy-duty frame, more ground clearance (15 inches) and a full-underbody skid plate. Large 35-inch BF Goodrich Mud All Terrain tires provide a beefier trail-ready aesthetic and sit below black diamond-plated aluminum fenders. These unique-design fenders are mounted higher on the Jeep Extreme Trail Edition camper in order to accommodate up to 37-inch tires for maximum off-road capability. Improving the standard 2-inch trailer-hitch ball is an available heavy-duty pintle hitch with a 360-degree rotating axis for maximum off-road maneuvering and on-trail articulation (part number: LLHOOK02, MSRP: \$721).

The all-new Jeep Extreme Trail Edition camper is available as a Mopar accessory at local Jeep dealerships with a MSRP of \$11,995, which includes destination.

Following are part-number details for Jeep Extreme Trail Edition camper accessory models:

- Jeep Extreme Trail Edition camper in Bright Silver Metallic and Black (part number: LLPREM01)
- Jeep Extreme Trail Edition camper in Flame Red (part number: LLPREM02)
- Jeep Extreme Trail Edition camper in Mango Tango Pearl (part number: LLPREM03)
- Jeep Extreme Trail Edition camper in Natural Green Metallic (part number: LLPREM04)
- Jeep Extreme Trail Edition camper in Cosmos Blue (part number: LLPREM05)
- Jeep Extreme Trail Edition camper in Black (part number: LLPREM06)

Following are dimensions for Jeep Extreme Trail edition camper:

- Weight: 1,050 lbs.

- Height: 52 inches
- Width: 88 inches
- Ground clearance: 15 inches

INDUSTRY-FIRST ELECTRONIC VEHICLE TRACKING SYSTEM (EVTS)

With Mopar's new Electronic Vehicle Tracking System, owners will always know the location of their vehicle.

"Mopar's new tracking system provides vehicle owners the peace of mind that comes with always knowing where their vehicle is located," said Gorlier. "And if someone else is driving the owner's vehicle too fast or too far, the system can be enabled to send the owner a text."

Mopar's system is powered by Guidepoint Systems, the leader in GPS-enabled stolen-vehicle recovery systems. Unlike other vehicle-tracking systems, the Mopar EVTS offers nationwide tracking without a subscription. The system is available on Chrysler, Jeep®, Dodge, Ram Truck, SRT and FIAT vehicles, and vehicles with a 16-pin diagnostic data port.

Mopar EVTS is offered in three packages: Base, Silver and Gold. The Base plan offers a GPS stolen-vehicle locator, real-time GPS stolen-vehicle tracking and a \$1,000 theft-protection warranty. The system is transferable and upgradeable. The base system does not have subscription fees.

For added protection and service, owners may choose a Silver or Gold plan. The Silver plan includes "Security Fence," a feature that allows owners to set speed and distance parameters for their vehicles. If and when set parameters are exceeded, a text alert is sent to the EVTS-registered owner.

Other vehicle-monitoring features available in the Silver plan include arrival/departure notification, historic trace maps of a vehicle's past locations, 24/7 emergency-service dispatch, automatic theft notification, online tracking and OnCall, and an on-board panic button.

The Gold plan includes all of the features in the Silver package along with unlimited online tracking and a full concierge service, allowing vehicle owners to receive directions, make reservations and receive other needed assistance at the touch of a button using the EVTS-registered owner's cell phone.

The Mopar Electronic Vehicle Tracking System is currently available as a Mopar accessory at Chrysler, Jeep®, Dodge, Ram Truck and FIAT dealers.

Mopar EVTS Base Plan

- GPS stolen-vehicle locator service
- Real-time GPS stolen-vehicle tracking
- \$1,000 theft-protection warranty
- Transferable
- Upgradeable
- Part number: 82212457
- MSRP: \$474 (does not include installation)

Mopar EVTS Silver Plan

- E-Call 24/7 emergency-service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive-speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (200 per year)
- Part number: 82212459
- Annual Fee: \$155 (one-year service, renewable)

Mopar EVTS Gold Plan

- E-Call 24/7 emergency-service dispatch
- Security Fence
- Automatic theft notification
- OnCall™ (on-board panic button)
- Excessive-speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (unlimited)
- Full concierge service
- Part number 82212613
- Annual Fee: \$257 (one-year service, renewable)

INDUSTRY-FIRST VEHICLE-INFORMATION APPS

Chrysler Group was the first automotive company to replace traditional, bulky owner manuals with DVDs and user guides. The company now offers the industry's first smartphone vehicle-information applications. Information that used to be stuffed into the glove box is now at your fingertips.

In addition to general vehicle information including vehicle operation, maintenance and warranty, these new free-of-charge apps offer product-feature video demonstrations, connections with fellow owners via the company's brands on social media sites, and access to customer care and 24-hour roadside assistance.

"With our vehicle-information apps, we are taking customer care to a new level by creating a convenient, on-demand channel of communication with our customers," said Gorlier. "Creating this new channel of communication will enhance the customer experience. And it's a great example of how we can add value to our vehicles and build brand identity. Our new brand-specific apps will also be a source for potential customers to learn about our vehicles."

Vehicle-information apps, developed by Michigan-based Tweddle Group, are currently designed to support Chrysler Group vehicles in the U.S. and Canadian markets.

App Features

New Chrysler, Jeep, Dodge, Ram and FIAT smartphone vehicle-information apps complement existing user guides and DVDs that are currently provided with each vehicle. Each vehicle-information app allows the consumer to browse functional categories and view detailed topics of interest relative to their specific vehicle.

Key feature categories include product information, vehicle operating instructions, vehicle maintenance schedules, service contract details, warning lights and controls, warranty information, customer assistance, Dealer Locator and My Dealer. Other features and benefits include links to Mopar parts and accessories, product brand gear and merchandise, and social media sites. Apps also contain high-resolution product information images and videos.

MOPAR ONLINE ORDERING SYSTEM

With online ordering, Mopar makes it easy for consumers to purchase authentic parts and accessories. Consumers may now log on to the Mopar eStore at www.mopar.com and purchase any of the more than 100,000 parts and accessories available for a variety of Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT and Plymouth vehicles.

"More than 60 percent of consumers who are in the market to purchase parts and accessories will shop online," said Gorlier. "Our Mopar eStore addresses this market and is a critical sales channel for the brand."

Working closely with the dealership network, Mopar ships parts anywhere in the United States. Delivery time varies depending on the shipping method selected and part availability. Consumers can expect to receive their merchandise within two to five days.

BRAND-SPECIFIC TOLL-FREE CUSTOMER-CARE PHONE NUMBERS

Chrysler Group LLC is tearing a page out of FIAT's customer-care approach. The company now offers dedicated

brand-specific toll-free customer-care phone numbers in the United States for Chrysler, Jeep®, Dodge, Ram Truck, FIAT and SRT brands. An industry first, Mopar will also open its customer call centers on Sunday. In addition, Mopar now has dedicated Spanish speaking agents for each of its brand-specific customer-care lines.

"In an effort to personalize our service and match customer expectations, we created distinct points of contact for our Chrysler, Jeep, Dodge, Ram, FIAT and SRT customers," said Gorlier. "From a service standpoint, we want to add more value to our customers' experience with our vehicles. By establishing dedicated toll-free phone lines for each of our brands, we are creating a one-stop shop for customers to get specific information about their vehicle and promptly resolve any issues they may have."

Following are new dedicated, toll-free U.S. phone numbers for each brand:

800-CHRYSLER (800-247-9753)

800-4ADODGE (800-423-6343)

877-IAM-JEEP (877-426-5337)

866-RAMINFO (866-726-4636)

888-CIAO-FIAT (888-242-6342)

855-SRT-TEAM (855-778-8326)

EXTENDED SATURDAY AND SUNDAY CUSTOMER-SERVICE HOURS

With a proud 75-year history of developing high-quality performance parts and accessories, Mopar is expanding the brand and building on that reputation by applying the same passion to create a high-performance customer experience.

Currently 78 percent of Chrysler Group's 2,506 dealers now offer Saturday service hours. Dealers who have made the move to Saturday service hours have increased the overall service business by 20 percent.

To support the move to Saturday-service hours, Mopar has extended its technical-support dealer call-center hours to 16 hours Monday through Friday (Monday through Friday, 8 a.m. to midnight Eastern) and now Saturday as well (9 a.m. to 6 p.m. Eastern). Mopar Expediting, Specifying and Accessories hours of operations are Monday through Friday (8 a.m. to 8 p.m. Eastern) and Saturday (9 a.m. to 5 p.m. Eastern).

Last year, Mopar started providing Saturday service at its parts distribution centers. For customers, Mopar established extended hours for the company's brand-specific customer-care telephone lines from just weekdays (8 a.m. to 10 p.m. Eastern) to Saturdays as well (9 a.m. to 5 p.m. Eastern). In addition, Mopar now offers industry-first Sunday customer service from 9 a.m. to 5 p.m. Eastern, with the exception of national holidays.

MOPAR EXPRESS LANE SERVICE

Currently more than 800 dealers, or 35 percent of the Chrysler Group dealer network, now offer express service. Mopar is planning to improve this number to 80 percent by the end of 2014. Dealers who add Mopar Express Lane service to their dealerships average a 50-percent increase in their retail service business within the first six months and double their oil-change business in the first year.

"It's important to note that competitive vehicles currently make up 25 percent of Mopar Express Lane traffic," said Gorlier. "Our new relationship with Magneti Marelli and Shell Lubricants will allow us to further service this growing market. Our dealerships will become full-line retail service and tire centers."

MOPAR, MAGNETI MARELLI AND SHELL LUBRICANTS STRATEGIC AGREEMENT

Every year, more than 2.6 million customers with competitive vehicles visited Chrysler Group dealerships for light maintenance, including oil changes and tire rotations. Mopar established a strategic agreement with Magneti Marelli and Shell Lubricants that will give the Chrysler Group dealership network the ability to fully service competitive vehicles.

"After introducing a number of initiatives to improve service for our customers, including brand-specific customer-care lines, extended service hours during weekdays and weekends and a push for Mopar Express Lanes, taking care of

owners with competitive vehicles is the next frontier,” said Gorlier. “For customers with competitive vehicles, Mopar’s agreement with Magneti Marelli and Shell Lubricants effectively creates one-stop service shops at our Chrysler Group dealerships. And with the addition of 3,000 quality-tested parts, our dealership network will now have the ability to fully service customers who drive into our service lanes with competitive vehicles.

“In addition to customers with competitive vehicles, our dealers will now be able to supply independent repair facilities with a full line of premium parts,” said Gorlier. “With this unique collaboration, this move further positions Mopar as a leader in customer care.”

Magneti Marelli is currently supplying Mopar and Chrysler Group dealers with brakes, shocks, struts, oil filters, air filters, fuel filters and cabin filters for competitive makes. Other product lines will gradually phase into the Chrysler Group dealership network.

In addition to Magneti Marelli, Mopar is also working with Shell Lubricants in order to further bolster the company’s move to offer dedicated express-lane services in its dealerships. Shell Lubricants provides dealer-level program and marketing support and supplies the Mopar oil program with premium Mopar and Pennzoil motor oils for Chrysler Group vehicles and competitive makes.

In addition to Pennzoil passenger-car motor oils, Mopar’s oil program will feature Shell Rotella heavy-duty engine oils. Both Pennzoil and Shell Rotella are the most preferred brands in the US in their respective categories and will be featured components of Mopar’s Express Lane program.

MOPAR/MAGNETI MARELLI DODGE AVENGER RALLY CAR

A new Dodge Avenger rally car marks the collaboration of Mopar and Magneti Marelli.

“Our Dodge Avenger rally car showcases Mopar’s new relationship with Magneti Marelli,” said Gorlier. “Our companies worked closely together to bring this vehicle to life in a joint build that utilizes proven, quality-tested performance parts and accessories from Mopar and Magneti Marelli. We will gauge reaction to this vehicle and determine which parts will go into production.”

Mopar’s choice of a rally car to christen the new alliance with Magneti Marelli found its roots in the Italian aftermarket parts supplier’s rich tradition in rally-car competition in Europe, as well as the rising popularity of the motorsport in the United States. The build was conducted at Mopar’s accessory and performance parts lab in Center Line, Mich., where the vehicle was prepared. The result is a rally car that blends American flair with distinct European tradition.

Starting with a stock 2011 Dodge Avenger Heat, Mopar and Magneti Marelli engineers transformed the vehicle into a race-inspired vehicle equipped to handle the most challenging rally courses, while reducing the weight of the vehicle by nearly 200 pounds.

The Dodge Avenger’s interior was stripped down to bare essentials then outfitted with a variety of unique Mopar and Magneti Marelli parts to complete the conversion into a rally car, including a purpose-built center stack and console with a compact high-performance 1 GB data logger and an integrated GPS and inertial platform with real-time calculation of pitch and roll angles.

A full 8-point Mopar roll cage, race seats with 5-point racing harnesses, steering wheel and diamond-plate footwell from OMP, a world-renowned racing component manufacturer, round out the interior transformation.

A new Dodge Pentastar 3.6-liter V-6 engine powers the Dodge Avenger rally car, controlled by paddle shifts integrated into the steering wheel. To enhance performance, the exhaust system and Mopar cold-air intake boost horsepower from 283 bhp to 300 bhp. A high-performance Mopar/Magneti Marelli braking system provides a stable, solid braking performance under all driving conditions for the Dodge Avenger. As part of the braking package, a single-lever, dual-control rear braking system, which allows the driver to actuate both rear brakes in order to initiate the sudden slides and turns required in negotiating tough rally courses, is included.

Upon completion of the vehicle, engineers conducted extensive performance testing at Chrysler Group’s proving grounds in Chelsea, Mich.

Chassis

- Stock 2011 Dodge Avenger Heat

Interior

- Flat carbon-fiber inner door panels
- Mopar/Magneti Marelli unique carbon-fiber hydra-graphics center stack
- Mopar/Magneti Marelli fully programmable slim racing display with shift lights and alarm multi-color LEDs
- Mopar/Magneti Marelli unique carbon-fiber hydra-graphics center console
- OMP racing seats, branded Mopar
- OMP 5-point racing harness
- OMP steering wheel with Mopar/Magneti Marelli integrated paddle-shift system
- OMP footrests
- Mopar full 8-point roll cage
- Mopar/Magneti Marelli fire extinguisher
- Mopar/Magneti Marelli compact high-performance 1 GB data logger
- GPS box with integrated inertial platform with real-time calculation of pitch and roll angles

Underhood

- Dodge Pentastar 3.6-liter V-6 engine
- Mopar tower-to-tower cross-car brace
- Mopar cold-air intake
- Mopar cat-back exhaust with Magneti Marelli tips
- Mopar/Magneti Marelli high-performance ECU with TC, DBW, VVT

Brakes/Gearbox

- Mopar/Magneti Marelli rally package rear-brake system with hand-operated rally brake
- Mopar/Magneti Marelli unique front brakes with 14.25-inch diameter front rotors and 13.5-inch diameter rear rotors
- Mopar/Magneti Marelli unique paddle-gear shift
- Mopar/Magneti Marelli shift knob
- Stock 6-speed 62TE transmission with Auto Stick

Suspension

- Mopar/Magneti Marelli suspension system, lowers the car 1.5 inches

Wheels/Tires

- Mopar/Magneti Marelli 18-inch alloy racing wheels
- 225/650 R18 competition Pirelli P-Zero tires

Exterior

- Mopar/Magneti Marelli unique rear spoiler
- OMP hood pins
- Mopar/Magneti Marelli unique mud flaps
- Mopar and Magneti Marelli graphics, with logos from sponsor Shell Lubricants
- Mopar Brilliant Black Body Color

“MOPARIZED” VEHICLES IN MOAB

Jeep and Mopar are ready for a week of wheeling in Moab.

The brands have created six new vehicles – all featuring a host of Jeep Authentic Parts and Accessories – for the annual Easter Jeep Safari in Moab, Utah. The Easter Jeep Safari is attended by thousands of die-hard off-road enthusiasts looking to enjoy a week of wheeling on some of the country's most renowned and challenging trails. Mopar also announced the creation of an off-road division that will create Jeep Authentic Parts and Accessories.

To create these new vehicles, Jeep teamed with Mopar, which celebrates its 75th anniversary this year and offers more than 1,000 accessories and performance parts for Jeep vehicles.

“Mopar is tapping into a growing trend among extreme Jeep enthusiasts who want even more power and capability

on the trail," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "This year, Mopar is pushing the envelope in this arena by offering our customers new Pro 60 portal axles and a new HEMI conversion kit, which we will showcase in these new vehicles. In addition, to further maximize our presence in the off-road market, we are creating a Mopar Off-Road division to develop Jeep Authentic Parts and Accessories."

Since 2002, Jeep and Mopar have teamed to create more than 30 unique concept vehicles for enthusiasts who attend the popular Easter Jeep Safari.

Jeep Authentic Parts and Accessories, New Mopar Off-road Division

Jeep engineers, working closely with Mopar's new off-road division, will create authentic parts and accessories for Jeep vehicles. New products from the group will be called Jeep Authentic Parts and Accessories. Each part and accessory will be specifically designed, built and quality-tested to meet strict Jeep specifications and fulfill the Jeep brand's requirements for 4x4 capability, craftsmanship and versatility.

Jeep Grand Cherokee Trailhawk Concept

The Jeep Grand Cherokee is well known for its benchmark off-road capability, courtesy of its Quadra-Lift™ air suspension, Selec-Terrain™ traction control system, Off-Road Adventure packages, tow/recovery hooks tested to twice the vehicle's Gross Vehicle Weight, and class-leading 4x4 systems – including Jeep's Quadra-Drive II system that includes a rear Electronic Limited-slip Differential (ELSD), delivering industry-leading tractive capability.

Already the most awarded SUV ever over its lifetime compared to any other SUV, the new Grand Cherokee Trailhawk concept takes the premium Jeep vehicle's legendary off-road prowess to a new level, while providing a one-of-a-kind, more aggressive visual punch sure to delight Jeep enthusiasts.

Leading the off-road improvement are new 18-inch Goodyear Wrangler SilentArmor off-road tires – chosen to provide even more aggressive off-road performance combined with quiet highway manners – that are wrapped around new painted 5-spoke alloy Mineral Gray wheels. Grand Cherokee Trailhawk's SilentArmor tires include additional side-wall protection that enhances durability and reduces road noise. Modified Mopar rock rails – engineered to fully protect the lower body from rugged rocky terrain – are included and add to the functional off-road capability.

Visually, while the vehicle is featured in Stone White, a Mineral Gray and Red theme is highlighted throughout. Specifically, the grille surround, lower front applique, mirror caps and rear light bar join the wheels in Mineral Gray, while contrasting in eye-catching Red are the upper grille mesh, front and rear tow hooks, Jeep logos on wheel center caps and bolt holes in the alloy wheels. A Red trim line outlines a matte black hood applique that is utilized to reduce glare during technical off-road maneuvers.

Other unique touches include black headlamp surrounds, black exterior front and rear badges, Red "Trail Rated" badges on the front fenders and a unique "Trailhawk" badge on the rear tailgate.

2012 Jeep Wrangler Apache from Mopar

Jeep enthusiasts have been asking for a V-8 powered Jeep HEMI Wrangler, and Mopar is coming through. Debuting at the Easter Jeep Safari will be the new Mopar 6.4-liter HEMI V-8 engine conversion kit specifically for the Jeep Wrangler. Producing approximately 470 horsepower and 470 lb.-ft. of torque to the rear wheels, the Mopar V-8 conversion kit gives Jeep enthusiasts an unprecedented blend of power and capability.

Available now, the Mopar Wrangler V-8 conversion kit initially will mate to Chrysler Group's W5A580 five-speed automatic transmission, and eventually to the six-speed manual transmission that drives the 2012 production Wrangler.

Other performance parts on the Jeep Wrangler Apache are Mopar Pro 60 5.13 front and rear axles, a 4.5-inch Stage 3 long arm lift kit and off-road bead-lock wheels. Aesthetic and functional modifications include high-clearance flat fenders, rock rails, front and rear half-door kits, a Stinger front bumper, a Warn 9.5ti XP winch, Katzkin leather seats, a locking center console box and a Mopar branded interior.

Jeep Mighty FC Concept

The Jeep Forward Control was built from 1956 to 1965 and offered a clever packaging solution. It kept overall length

at a minimum for maneuverability but maintained a full-length cargo box for utility. For 2012, Jeep has created a modern version of this classic: the Jeep Mighty FC concept.

To create the Jeep Mighty FC concept, the design team started with a 2012 Wrangler Rubicon and repositioned the cabin over and ahead of the front axle, lengthened the wheelbase, and added a custom built drop-side cargo box. The cab utilizes a roof from the Mopar JK-8 conversion kit, as well as a custom-designed front clip. The Wrangler-based interior has been enhanced with bold, heavy-duty Katzkin leather and a unique color scheme. The cargo area is handled by a full-width, drop-side tray-style bed that measures more than eight feet in length.

Off-road function is dramatically improved with the addition of Mopar's new Portal Axle set. These offset axles offer the greatest amount of ground clearance without requiring excessive suspension lift.

Mopar's Front Portal Axle (8-lug, part number P5155670) is available at a Manufacturer's Suggested Retail Price (MSRP) of \$12,500, and the Rear Portal Axle's (8-lug, part number P5155671) MSRP is \$11,000.

The axles are controlled with coil-over assemblies along with beefy control arms and track bars. Traction is handled by massive 40-inch tires mounted on custom 17-inch beadlock wheels.

Other Jeep Mighty FC highlights include King coil-over reservoir shocks, bumpers, a Warn 16.5 winch and a stainless steel exhaust system.

Jeep J-12 Concept

The Jeep J-12 concept is essentially an extended version of Mopar's recently introduced JK-8 pickup conversion kit for the Jeep Wrangler. With a new 2012 Wrangler Unlimited as the starting point, the rear of the vehicle's frame is extended 18 inches, allowing the spare tire to be relocated under the bed floor and making the cargo box a full 6 feet in length. A custom hood and front fender set was created as a nod to aficionados of the beloved Jeep Gladiator series trucks.

Off-road muscle has been improved with the addition of the new Mopar 3-inch suspension lift kit, as well as sway bars controlling air-locker equipped D-44 and D-60 axle assemblies. Traction is handled through classic 36-inch tires mounted on 16-inch steel wheels.

The cabin of the J-12 concept has been "dressed down" in support of a basic truck theme, with the carpet being replaced by rugged truck bed liner, and the bucket seats re-crafted into a modern version of a bench seat, trimmed in white with a whimsical plaid pattern.

Further highlights include a Mopar fuel-filler door, Mopar slush mats, custom driveshafts and Katzkin seat trim.

Mopar Accessorized 2012 Jeep Wrangler

Mopar offers more than 250 accessories for the 2012 Jeep Wrangler, and built a vehicle for Moab that showcases many of them.

Mopar created an ultra-capable Jeep, with a Wrangler Rubicon model as the starting point. Off-road enhancements offered through Mopar include a 2-inch performance lift kit, 35-inch Goodyear Wrangler tires mounted on Classic five-hole wheels, front and rear off-road bumpers, a Warn 9.5ti XP winch, Mopar rock rails, Kicker dash 6.5-inch two-way speakers, Mopar all-weather mats and more.

Some prototype Mopar accessories debuting on this vehicle are a locking center console box, a rear cargo cubby cover, new windshield-mounted LED lamps, a new hard-top headliner and an "Add-A-Trunk" partition that creates secure storage space in the cargo area. The Mopar Accessorized 2012 Jeep Wrangler includes Rubicon-standard Dana 44 front and rear axles with electric lockers, which are also available in kit form from Mopar.

2012 Jeep Wrangler Traildozer Concept

Starting with a new Dozer Yellow 2012 Jeep Wrangler Rubicon, the team added a bolt-in 470 horsepower 6.4-liter HEMI V-8 engine mated to a Getrag 238 six-speed manual transmission. Power runs through Rubicon-specific Dana 44 axles equipped with 4:10 gears and electronic locking differentials.

To clear the 37-inch Mickey Thompson Baja Claw radials mounted on Mopar Classic five-spoke wheels, an 3.5-inch

suspension lift was installed. For severe off-road body protection, Mopar premium front and rear bumpers and rear corner guards were added. Additional items include a Mopar performance heat reduction hood, Mopar half-door kit and a Mopar/Warn 9.5 Cti winch.

Jeep Wrangler Traildozer's interior includes a leather seat trim kit and Mopar slush mats.

MOPAR-FIRST FEATURES

Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- Camper trailers: first to introduce off-road camper trailers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

ABOUT THE MOPAR BRAND

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories, which are distributed in more than 120 countries. Mopar is the source for all original-equipment parts for Chrysler, Jeep, Dodge, Ram, SRT and Fiat vehicles.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge, Ram, SRT and Fiat vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

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