

Contact: Beth Ann Bayus

Tom Blattler

Mopar to Showcase Trio of Customized Vehicles at NAIAS 2015

- Mopar display at 2015 North American International Auto Show (NAIAS) in Detroit to spotlight how Mopar parts help customers personalize their rides
- Off-road Mopar-equipped Jeep® Renegade makes Trailhawk model of Jeep brand's all-new small SUV even more trail tough using Jeep Performance Parts
- Urban Mopar-equipped Jeep Renegade enhances city-sized proportions and versatility of the all-new 2015 Renegade with selections from Jeep Authentic Accessories catalog
- Dodge Challenger T/A Concept blends vintage design cues with cutting-edge Mopar performance mods

January 9, 2015, Auburn Hills, Mich. - When doors open at the North American International Auto Show (NAIAS) 2015 in Detroit, a trio of customized vehicles will showcase how Mopar is ready to help owners personalize their rides. The service, parts and customer-care brand will display a pair of Mopar-equipped Jeep® Renegade vehicles and a Dodge Challenger T/A Concept vehicle at the event, scheduled for January 12–25 at the Cobo Center in Detroit.

"The company exhibit at the North American International Auto Show will highlight vehicles from all FCA brands, including three modified rides that illustrate how Mopar can assist customers in bringing to life their own personal vision of an FCA vehicle," said Pietro Gorlier, President and CEO of Mopar. "Customers can pull from our portfolio of Mopar products to augment the versatility and capability of the all-new Jeep Renegade, as shown with two Mopar-equipped Renegade vehicles, or to beef up the muscle of the Dodge Challenger while adding a vintage feel, as demonstrated by the Dodge Challenge T/A Concept."

Off-road Mopar-equipped Jeep Renegade

The off-road Mopar-equipped Jeep Renegade is a triple threat — the small SUV arrives already fortified to stay true to the adventurous lifestyle and 4 x 4 capability for which the Jeep brand is known, is further geared to meet the demands of off-roading as a Trailhawk model and gets even more distinctive personality thanks to Jeep Performance Parts and prototype parts.

The unique Commando Green skin of the Renegade is highlighted on both sides by large, bold body-side graphics that pick up on the "X"-shape styling of the taillamps, which come standard on the 2015 Renegade. The graphics also play off the Jerry can "X" design associated with first-generation military Jeep vehicles.

In a nod to the Motor City roots of the NAIAS, a map of Detroit decorates the Mopar Topographical Hood decal, a popular new customizable Mopar accessory introduced last year.

The satin black wheels feature a single spoke trimmed in Colorado red, while tow hooks that come standard at the front and rear of the Trailhawk model also receive the same treatment. Cross rails and a Mopar roof basket — perfect for carrying gear to the trail or sport equipment back home — are satin black, with a gloss black body side rail.

A concept skid plate, prototype rock rails, rear valance and production roof rails equip the Jeep brand's new small SUV to handle off-road obstacles, and are neatly tied together by a matching neutral grey satin color. Additional protection underneath is provided by a production Mopar skid plate kit. Jeep badging at the front and rear also is trimmed in neutral grey. The Jeep name is laser cut on the prototype rock rails, which are made to "pop" further with painted red edges.

Heading inside, the trail-ready capabilities of the Renegade are balanced with premium interior appointments, including Katzkin leather seat covers. HVAC bezels, speaker grilles and the center console are highlighted in Commando Green, matching the exterior. The wheel, shifter and door lever receive satin black trim, with all bright interior badging finished in neutral grey.

Jeep Authentic Accessories round out the modifications, including Mopar slush mats in the front and rear to protect the interior. A Mopar cargo tray provides additional storage space, and Mopar doorsills are emblazoned with the Jeep logo.

Urban Mopar-equipped Jeep Renegade

The urban Mopar-equipped Jeep Renegade uses a selection of Jeep Authentic Accessories to elevate the fresh styling and energetic appearance of the newest entry to the Jeep brand lineup, creating the perfect street vehicle for youthful city and suburban dwellers who also desire 4 x 4 capability for when maps end but the trails continue.

Built from the Renegade Limited model, the inspired, stylish Anvil paint of the Renegade is set off dramatically with distinct Omaha orange touches, including attention-grabbing orange pockets featured on the satin black wheels. Mirror caps, grille rings, taillamp surrounds and roof rails also are accented Omaha orange. At the rear, a Mopar hitch bike carrier pulls two-wheeled forms of transportation to the park or mountain trail.

Behind the wheel, Katzkin leather seats upgrade the driving experience. As with the off-road Renegade, modifications to the exterior influence the interior of the urban Renegade. Omaha orange highlights the HVAC bezels, speaker grilles and the center console.

Personalization inside is completed with Jeep Authentic Accessories — a premium carpet mat, carpet cargo mat and Jeep logo-decorated door sills.

Dodge Challenger T/A Concept

The Dodge Challenger T/A Concept, which debuted at the 2014 Specialty Equipment Market Association (SEMA) Show in Las Vegas last November, is a Sublime Green example that the big gun in the Dodge brand's muscle-car arsenal hasn't forgotten its roots.

A modern interpretation of the legendary T/A package available in the 1970s for the Challenger, the Dodge Challenger T/A Concept draws on heritage-inspired cues, but also calls on present-day performance modifications and new prototype products designed with an eye toward the future.

The Sublime Green paint is underscored by full-length matte black T/A graphics, flanking each side of the body, in keeping with the spirit of the original T/A. The matte black look carries over from the aggressive front fascia all the way to the rear deck-lid spoiler to provide an iconic, sinister appearance. The functional "Viper"-inspired center scoop hood with Mopar gloss black hood pins has been adapted to accommodate a Mopar induction system. Cool outside air streams into the air box of the 6.4-liter legendary 392 HEMI® engine via the functional hood scoop.

At the front of the Dodge Challenger T/A Concept, a Mopar matte black front splitter works in unison with the Mopar matte black gurney-lip deck-lid spoiler to provide additional downforce assist. Air Catcher headlamps on both the driver and passenger sides add a distinctive appearance with hidden LED lights creating a menacing glow, as well as working to provide a steady stream of cool air to the engine. Iconic heritage Challenger script T/A badges complement the front gloss black grille and rear deck-lid spoiler.

Underneath the extra-wide 20-by-9.5-inch matte black lightweight forged aluminum wheels are Brembo six-piston calipers with two-piece slotted and vented rotors for ultimate stopping performance. Rear and side exhaust tips feature a black ceramic-coated finish, and electronic cutouts offer the choice of a healthy stock rear exhaust sound or a louder, more-robust side exhaust note.

The celebrated road-course racing reputation of the Challenger T/A package, best embodied by the legendary Sam Posey's success in his No. 77 Dodge Challenger T/A, distinctly influences the interior feel of the Dodge Challenger

T/A Concept.

The race-inspired design elements offer weight reductions paired with increased chassis rigidity enhancements. The high-performance flat bottom steering wheel boasts perforated leather and gloss black bezels. Race-inspired carbon fiber seats with safety harness pass-through and T/A embroidered logos are enhanced with bolsters and high grip cloth design for improved lateral support.

Rear seat delete with brushed aluminum closeout panels achieve additional weight reduction. A pistol grip shifter is another heritage-influenced touch, and the 180 mile per hour (mph) speedometer stands out with white face gauges and platinum metallic trim ring. Accents include gloss black trim ring bezels and door release handles. The rear roll-bar is designed for enhanced chassis rigidity.

About Mopar Brand

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but it truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 27 customer contact hubs globally, Mopar integrates service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at: www.mopar.com.

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 customers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Wireless charging: first to introduce in-vehicle wireless charging for portable devices
- Electronic Vehicle Tracking System (EVTS): first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- wiADVISOR: first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- wiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car

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