

Contact: Beth Ann Bayus

Tom Blattler

## **Gone in a Flash: Mopar '14 Dodge Challenger is Sold Out**

- Orders have been placed for all 100 limited-edition Mopar '14 Dodge Challenger vehicles
- Mopar maintains its recent string of success in adding Mopar customization to production versions of Chrysler Group LLC vehicles
- With the Mopar '14 sold out, Dodge Challenger owners still can create their own personalized version through in Mopar's vast catalog of parts and accessories

April 2, 2014, Auburn Hills, Mich. - If you blinked, you missed it. The limited-edition Mopar '14 Challenger, the latest Chrysler Group LLC vehicle to come straight from the factory already upgraded with Mopar products, has sold out in just the first day after being made available to dealers.

The Mopar '14 Challenger is the most recent limited-edition vehicle offered by the brand, continuing the success of the Mopar '10 Challenger, Mopar '11 Charger, Mopar '12 300 and Mopar '13 Dart in demonstrating how owners can personalize their rides with Mopar products — even before driving away from the dealership. With only 100 built, the Mopar '14 Challenger is the rarest limited-production Dodge Challenger offered to date.

"The very high demand for the Mopar '14 Challenger spotlights the success of our limited-edition, Mopar-modified vehicles, and also clearly demonstrates the passion our customers have for personalizing their rides," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "Whether during or after the ordering process, Mopar is there to help put a personal touch on customers' rides."

"The Mopar '14 Challenger shows that when combining a legendary car like the Dodge Challenger R/T Shaker and making it even more exclusive, we create collectible performance machines unlike anything else on the road," said Tim Kuniskis, President and CEO of Dodge Brand. "From the Mopar '14 Challenger to the new Scat Pack performance stage kits available on Challenger, Charger and Dart, you can continue to expect great things when Dodge and Mopar team up."

Many unique features contributed to the Mopar '14 Challenger's quick sellout, including two exterior color options and three Mopar Blue stripe options. A 5.7-liter HEMI® V-8 engine also rumbles beneath the Satin Black Shaker hood scoop, while exterior design elements include 20 x 8-inch Gloss Black aluminum wheels with Mopar center caps, a unique Black Vapor grille surround, a black fuel-filler door, a Satin Black deck-lid spoiler with Gloss Black "Mopar Design" badge and "Mopar" quarter-glass decals.

The interior is upgraded with premium leather seats featuring Mopar Blue accent thread and Mopar Omega M logos embroidered on the seat backs. Other unique touches for the limited-edition ride include a serialized instrument panel plaque, "Mopar" branded key fobs, a custom-crafted personalized owner's kit with a Mopar '14 brochure and much, much more.

Customers ordering the Mopar '14 showed they still wanted the rarest limited production Dodge Challenger offered to date with additional customization. Of the 100 orders placed on the first day, 52 customers chose the Pitch Black exterior paint version, while 48 opted for the newly offered Bright White option. The traditional Shaker stripe proved to be the most popular graphic chosen for their ride, followed by the bodyside decal and then the rocker stripe. Top Custom Shop options chosen were hood pins, Mopar Performance badges, quad exhaust tips and the Challenger monogrammed car cover. The top-ordered Mopar Performance part was the cat-back exhaust to complement the Shaker intake.

Although all 100 Mopar '14 Challenger vehicles have been spoken for, enthusiasts can still build their own similarly personalized and unique, one-of-one Dodge Challenger.

Customers taking delivery of a new Dodge Challenger can have their ride personalized in a similar way to the sold out version right at their local dealership. Existing owners who have their own Challenger pride and joy at home also can have their vehicle updated with Mopar parts and accessories to make it similar to the sold out version.

Many of the up-fitted items for the Dodge Challenger are offered through Mopar's vast catalog of parts and accessories available at Mopar.com or an authorized dealership. Among the products found on the Mopar '14 that are available for customization are:

- Mopar short-throw shifter
- Mopar cat-back exhaust
- Mopar performance suspension
- Mopar lowering springs
- Mopar Electronic Vehicle Tracking System (EVTS)
- Mopar performance badges
- Mopar hood pin kit
- Mopar car cover
- Mopar door-sill guards
- Mopar sequential taillight kit
- Mopar premium floor mats or slush mats
- Mopar chrome exhaust tip
- Mopar fuel-filler door
- Mopar wheel locks
- Mopar interior trim bezel kit
- Mopar Shaker hood

### **Mopar Brand**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product but 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 more than 130 markets, integrating 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 unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA vehicles – 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](http://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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