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Dodge Introduces Performance Appearance Package for Challenger

Mopar Gives Challenger the Scoop, Further Enhances Look of Brand's Iconic Muscle Car

January 3, 2010, Auburn Hills, Mich. - Mopar is giving Dodge Challenger even more of a muscular appearance.

"Our mission at Mopar is to add value to all of our brands," said Pietro Gorlier, President and Chief Executive Officer – Mopar Service, Parts and Customer Care, Chrysler Group LLC. "Our 'Moparized' Dodge Challenger is a great example of how we can further enhance the value of all of our Chrysler, Jeep®, Dodge Car and Ram Truck vehicles."

Mopar's new exterior appearance package is now available as a factory production option. The exterior includes a unique body-color hood with scoop, body-color rear "Go-Wing" spoiler and strobe stripe performance graphics. An interior appearance package is also available and includes a Mopar-branded T-handle shifter, bright pedal kit (automatic only), bright door-sill guards, premium carpet floor mats and a full vehicle cover to protect this prized possession.

"We worked closely with Mopar to further enhance the appearance of Dodge's modern-day muscle machine," said Ralph Gilles, President and Chief Executive Officer – Dodge Car Brand. "Our additional design cues effectively communicate the vehicle's world-class handling, performance and cutting-edge technology."

The Manufacturer's Suggested Retail Price (MSRP) for the exterior package is \$1,995. The MSRP for the interior package is \$945 for the automatic transmission and \$780 for the manual transmission. Both options are available on SE and R/T models in the following colors: TorRed, Bright Silver Metallic, Brilliant Black Crystal and Bright White.

Dodge Brand

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles last year: the all-new 2009 Dodge Journey, the brand's first crossover vehicle and the 2009 Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city/25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go and Swivel 'n Go seating and storage systems. The 2010 Dodge Avenger, with ESC, also earned the 2009 Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS).

Mopar Brand

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep, Dodge Car and Ram Truck vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge Car and Ram Truck vehicles – a direct connection that no other aftermarket parts company can provide.

More than 70 Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s – the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth "package cars" equipped with special high-

performance parts. Mopar carried a line of "special parts" for super stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use.

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