

## **Mopar® Brand Continues to Build Momentum in 2012**

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June 22, 2011, Auburn Hills, Mich. - The Mopar® brand is 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 Chief Executive Officer — 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 proven parts, and quality customer service."

### **Mopar '11 Charger**

Building on the success of last year's Mopar version of the Dodge Challenger, Mopar will launch a limited-edition Dodge Charger outfitted with select high-performance parts and appearance items straight from the Mopar parts catalog.

"The Mopar '11 Charger takes the 'head-turning' factor up a few notches," said Gorlier. "By adding some of the most distinctive accessories to an already strong performer, we've created a special-edition car for enthusiasts."

Powered by the legendary 5.7-liter HEMI® with 370 horsepower and 395 lb.-ft. of torque, the specially equipped Charger includes the "Super Track Pac" option that pushes the capabilities of the Mopar Charger in acceleration, handling and braking.

Backed with a proven 5-speed W5A580 automatic, Mopar aficionados will appreciate the latest generation "Pistol Grip" 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 with a new 3.91:1 final-drive ratio for enhanced acceleration – unique to the Mopar Charger. Initial testing of the Mopar '11 Charger has shown 0-60 mph blasts in the low 5-second range.

Enhancements to the chassis include adding a larger front 30 mm solid stabilizer bar and a rear 20 mm solid stabilizer bar, increases from 27 mm and 16 mm respectively. Adding to the overall stability and handling of the Mopar Charger

are cross-car braces located at both the front and rear shock towers. For increased luggage space, the rear tower-to-tower brace may be easily removed.

Specific-design 20-inch x 8-inch wheels are fitted with Goodyear F1 Supercar 245/45ZR20 tires at all four corners. Wheels, painted a high-gloss black, are a 5-spoke design with a 45 mm offset and include specific Mopar center caps, which complement the overall "Pitch Black" exterior finish of the Mopar Charger.

Excellent stopping power is provided through vented rotors measuring 345 mm x 28 mm up front that are fitted with dual-piston, sliding calipers. At the rear, vented rotors measuring 320 mm x 22 mm, coupled with single-piston calipers are used.

Available only in a "Pitch Black" finish, exterior highlights of the Mopar Charger include a pair of Mopar Blue racing stripes running from the front air dam across the hood and over the roof ending at the bottom of the rear fascia. Ornamentation is limited to a front grille and rear-deck Mopar badge. A rear spoiler is standard on the Charger special-edition model.

Inside, unique Katzkin leather seats are striped and stitched with Mopar Blue thread. The leather-wrapped steering wheel is identically trimmed. Engine-turned instrument bezels and a special identification plaque identifying the vehicle as part of a limited edition are affixed to the instrument panel. Owners also receive a custom Mopar key fob.

Bright pedal covers, premium floor mats with the Mopar logo, and front door-sill entry guards featuring the Mopar logo also are included with the package.

The Mopar '11 Charger will be built in Brampton, Ontario, and completed at an upfit center in Windsor, Ontario. The manufacturer's suggested retail price for the limited-edition Mopar '11 Charger is \$39,750, which includes destination.

Customers who purchase a Mopar '11 Charger will receive a personalized owner kit in a customized Mopar '11 box. The kit will include a certificate with the vehicle identification number (VIN), exact date of manufacture and the number of the vehicle. The kit will also include a brochure that highlights the unique features of the vehicle and exclusive Mopar '11 merchandise.

### **Mopar Ram Runner**

Ram Truck owners may now transform their truck into a Mopar-powered desert racer.

"At Mopar, our image vehicles showcase potential directions that we may take and the new Ram Runner kit is a good example," said Gorlier. "We saw the reception that Ram Runner received last year and quickly moved to offer kits that will allow off-road enthusiasts the opportunity to transform their stock Ram 1500 into a desert racer."

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 street-legal kit may be installed by do-it-yourselfers or in a Ram dealership.

The Mopar Ram Runner kit is equal to or better than its competitors 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 three inches longer than production arms, provide added width and allow greater wheel travel over rough dirt trails.

Front lower control arms are constructed of 4130 chrome moly 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 one inch in diameter. Inner tie rods also are nearly 20-percent beefier, 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 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, created with Trophy Truck inspiration, 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 aluminum 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 three-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, 4130 chrome moly 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, 3-inch internal bypass Fox shocks. (MSRP: \$13,270, Part No. P5155662)

**Off-Road Front Bumper:** Steel construction with integrated aluminum skid plate, high approach angle of 41 degrees provides greater clearance over off-road obstacles. (MSRP: \$1,250, 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: \$1,010, Part No. P5155664)

**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: \$1,020, Part No. P5155665)

**Off-Road Rear Fenders (6-foot, 4-inch bed):** Tough, durable fenders feature wide wheel wells allowing for tremendous suspension articulation, zero tire-to-body interference, and provide an imposing, aggressive appearance. (MSRP: \$1,350, 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: \$978, Part No. 82211065AD)

**5.7L Cat-Back Exhaust:** Dual exhaust with chromed tips for bumper with cut-outs. (MSRP: \$1,135, Part No. P5155280)

**Industry-first 500-plus Cubic-inch V-10 Drag-race Car: 2011 Package Mopar Challenger Drag Pak**  
Racers rejoice. Mopar is dropping 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 new 2011 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 new 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: \$950, part number P5155892) and a range of body colors (MSRP: \$6,800, 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](http://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
  - No windshield wiper assembly
  - No HVAC system (includes block off plates)
  - No rear seats
  - No power-steering system
  - No underbody heat shields
  - Complete fuel cell assembly
  - Race headers with collectors
  - Modified tunnel for transmission clearance and one-piece drive shaft
  - 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

### **"Moparized" Vehicles in Moab**

Each year, thousands of diehard off-road enthusiasts descend upon Moab, Utah, for the Jeep Safari and a week of fun on some of the country's best and most rugged trails. Jeep® and Mopar marked the occasion by introducing new "Moparized" vehicles.

"From full engine packages to slush mats, Mopar has everything for the avid off-roader," said Gorlier. "In fact, Mopar

covers the spectrum with more than 280,000 proven quality-tested parts and accessories that allow customers to personalize their Chrysler, Jeep, Dodge, Ram and Fiat vehicles.”

### **Jeep Wrangler JK-8 Independence**

Taking cues from the popular Jeep Scrambler CJ-8 from the 1980's, Mopar designed a kit for do-it-yourselfers that converts a Jeep Wrangler Unlimited into a pickup truck. The bed length is 50 inches and the width between wheel wells is 44 inches. The team created body panels to cover the second-row entrance and removed all of the interior parts behind the front seats – transforming the vehicle into a two-seater with just enough room for gear inside, and a pickup-style bed to store outside cargo.

The JK-8 drivetrain is fitted with a Mopar/Dynatrac ProRock 44 front axle and stock Dana 44 rear axle, both spun with 4.88 gears. Linking the axles to the frame is a 4.5-inch long-arm suspension kit and General tires make the connection to the ground. A fresh coat of yellow paint and Mopar's off-road bumpers for the front and rear were utilized along with a new fuel door and slush mats.

The Mopar JK-8 kit includes bed floor, inner/outer body panels, half hard top (works with Freedom Top panels), and a new bulkhead.

### **Jeep Wrangler Blue Crush**

Inspired by the King of Hammers race in the deserts of California, the Jeep Wrangler Blue Crush combines high-speed off-road racing and rock-crawling capability. At the core is a Mopar 426 cubic-inch HEMI with 540 horsepower. The all-aluminum V-8 is paired with a 545RFE performance transmission and a gear-drive transfercase.

To help the suspension keep up with the engine, Mopar added a high-speed performance off-road suspension system with bypass shocks, rear stabilizer bar and full hydro-steering. Gigantic 39-inch tires are turned with the help of custom driveshafts. The Jeep Wrangler Blue Crush also features a Baja-style full cage, race seats, fuel cell and short aluminum bumpers.

### **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 road-side 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. These new apps will also be a source for potential customers to learn about our vehicles.”

Vehicle-information apps for the following vehicles are available for download on to personal smartphones (iPhone, Android, and Blackberry):

- Chrysler 200, 300 and Town & Country
- Dodge Avenger, Charger, Durango, Grand Caravan and Journey
- Jeep Grand Cherokee, Wrangler, Compass, Patriot and Liberty
- Ram 1500/2500/3500
- FIAT 500

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

### **App Features**

New Chrysler, Jeep, Dodge, Ram Truck 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.

### **Industry-first Off-road Camper Trailers**

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

Jeep® and Mopar are setting up camp for off-road enthusiasts; they are the first in the industry to offer customers off-road camper trailers.

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 light-weight 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 (P/N: LLROOM06, MSRP: \$650) 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 (P/N: LLHOOK02, MSRP: \$735). Also available is a T-slot roof rack (P/N: 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 (P/N: LLBASE01)
- Jeep Trail Edition camper in Flame Red (P/N: LLBASE02)
- Jeep Trail Edition camper in Mango Tango Pearl (P/N: LLBASE03)
- Jeep Trail Edition camper in Natural Green Metallic (P/N: LLBASE04)
- Jeep Trail Edition camper in Cosmos Blue (P/N: LLBASE05)

- Jeep Trail Edition camper in Black (P/N: 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 (P/N: LLHOOK02, MSRP: \$735).

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 (P/N: LLPREM01)
- Jeep Extreme Trail Edition camper in Flame Red (P/N: LLPREM02)
- Jeep Extreme Trail Edition camper in Mango Tango Pearl (P/N: LLPREM03)
- Jeep Extreme Trail Edition camper in Natural Green Metallic (P/N: LLPREM04)
- Jeep Extreme Trail Edition camper in Cosmos Blue (P/N: LLPREM05)
- Jeep Extreme Trail Edition camper in Black (P/N: 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 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 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: \$459 (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: \$149 (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: \$249 (one-year service, renewable)

#### **New Mopar Grilles and Wheels for Chrysler 300**

Mopar will offer 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 will be available in Platinum



Chrome, Gloss Black and Bright Chrome finishes.

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

Mopar will also offer a traditional heritage-type egg-crate grille 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 will also offer 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 x 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 x 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 5-spoke 18-inch Rallye Wheels will also be 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 Online Ordering System**

With online ordering, Mopar now makes it easy for consumers to purchase authentic parts and accessories. Consumers may now log on to the Mopar eStore at [www.mopar.com](http://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, 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, including Alaska and Hawaii. 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 and Fiat brands. An industry first, Mopar will also open its customer call centers on Sunday.

"In an effort to personalize our service and match customer expectations, we created distinct points of contact for our Chrysler, Jeep, Dodge, Ram Truck and Fiat 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)

### **Extended Saturday and Sunday Customer Service Hours**

With a proud 74-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 73 percent of Chrysler Group's 2,311 dealers now offer Saturday service hours. Mopar is planning to improve this number to 80 percent by the end of this year. Dealers who have made the move to Saturday service hours have increased their 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. – 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).

Beginning in January of this 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. – 8 p.m. Eastern) to Saturdays as well (9 a.m. – 5 p.m. Eastern). In addition, Mopar will now offer 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 600 dealers, or 26 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**

Last 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 autostick transmission

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

### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- Brand-specific customer-care telephone lines: first to offer Sunday service hours to customers
- 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.

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 and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram Truck 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)

### **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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