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Chrysler Group LLC to Offer Truckload of Performance Parts and Accessories for New 2013 Ram 1500

Mopar Menu Features More Than 300 Items

- New 2013 Ram 1500 in showrooms now
- More than 300 quality-tested Mopar performance parts and accessories
- Complete list of accessories at www.Mopar.com

November 7, 2012, Auburn Hills, Mich. - From a \$12 trailer hitch plug to a \$3,311 lift kit, Mopar will offer more than 300 performance parts and accessories for the new 2013 Ram 1500.

"Ram owners love to accessorize and personalize their trucks," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "In fact, Ram truck owners typically spend more than \$500 on Mopar performance parts and accessories. For our new Ram 1500, we will offer a full catalog of more than 300 quality-tested items from which to choose."

Following is a select list of Mopar performance parts and accessories that will be available on the new 2013 Ram 1500:

Step Assists

- Cab-length Stainless Steel Tubular Side Steps
 - Cab-length stainless steel tubular side steps include two brackets and four mechanical fasteners with a bracket. Side steps are manufactured from rolled stainless steel that is then buffed to shiny finish. Additional features include one full-length step pad and molded end caps with the Ram script.
 - Regular Cab – (MSRP: \$375, Part Number: 82213272)
 - Quad Cab – (MSRP: \$450, Part Number: 82213265)
 - Crew Cab – (MSRP: \$525, Part Number: 82213271)
 - Wheel-to-wheel Stainless Steel tubular Side Steps include a step pad for vehicle entry/exit and an additional step pad for accessing cargo at the front of the bed.
 - Regular Cab with 6-foot, 4-inch bed – (MSRP: \$450, Part Number: 82213267)
 - Quad Cab – (MSRP: \$550, Part Number: 82213268)
 - Crew Cab – (MSRP: \$550, Part Number: 82213266)
 - Cab-length Chrome Aluminum Tubular Side Steps include robust bracketry (4 mechanical fasteners/bracket) and a chrome finish
 - Regular Cab - (MSRP: \$450, Part Number: 82213267)
 - Quad Cab – (MSRP: \$550, Part Number: 82213268)
 - Crew Cab – (MSRP: \$550, Part Number: 82213266)
 - Cab-length Black Aluminum Tubular Side Steps
 - Regular Cab with 6-foot, 4-inch bed (MSRP: \$325, Part Number: 82213269)
 - Quad Cab – (MSRP: \$400, Part Number: 82213270)

- Crew Cab – (MSRP: \$425, Part Number: 82213273)
- Cab-length Aluminum Running Boards, available in Silver, Black and White Gold
 - Regular Cab – (MSRP: \$525, Part Numbers: 82211697AD (Bright); 82211698AD (Black)
 - Quad Cab – (MSRP: \$600, Part Numbers: 82211699AD (Bright); 82211702AD (Black)
 - Crew Cab – (MSRP: \$650, Part Numbers: 82211701AD (Bright); 82211702AD (Black) and 68087746AB (White Gold)Stirrup Step
 - Regular, Quad and Crew – (MSRP: \$155, Part Number: 82211645AD)
- Bed Step
 - 5-foot 7-inch, 6-foot 4-inch and 8-foot beds (without dual exhaust) – (MSRP: \$290, Part Number: 82212091AB)

Toolboxes

- Commercial Grade Toolbox, Aluminum Black Diamond Plate – for 6-foot-4-inch and 8-foot conventional beds) (MSRP: \$699, Part Number: 82212467)
- Conventional Mount Toolbox (Aluminum Silver Diamond Plate – for 5-foot -7-inch and 8-foot Conventional Beds) (MSRP: \$426, Part Number: TBXTBS72AB)
- Sliding Toolbox, Aluminum Silver Diamond Plate – for 5-foot -7-inch, 6-foot four-inch and 8-foot Conventional Beds (equipped with Pickup Box Utility Rails which are sold separately. (MSRP: \$575, Part Number: 82211356)

Tonneau Covers

- Roll-Up (for all Bed Configurations)
 - 5-foot-7-inch Conventional Bed (MSRP: \$450, Part Number: 82213022)
 - 5-foot-7-inch Rambox (MSRP: \$500, Part Number: 82213024)
 - 6-foot-4-inch Conventional Bed (MSRP: \$475, Part Number: 82213021)
 - 6-foot-4-inch Rambox (MSRP: \$500, Part Number: 82213024)
 - 8-foot Conventional Bed (MSRP: \$525, Part Number: 82213025)
- Soft Tri-Fold (for Conventional Beds)
 - 5-foot-7-inch Conventional Bed (MSRP: \$638, Part Number: 82211272AD)
 - 6-foot-4-inch Conventional Bed (MSRP: \$672, Part Number: 82211273AD)
 - 8-foot Conventional Bed (MSRP: \$697, Part Number: 882211274AD)
- Hard Folding (for all Bed Configurations)
 - 5-foot-7-inch Conventional Bed (MSRP: \$905, Part Number: 82211297AB)
 - 5-foot-7-inch Rambox (MSRP: \$960, Part Number: 82212184)
 - 6-foot-4-inch Conventional Bed (MSRP: \$1,118, Part Numbers: 82211298 for Tonneau Cover and 82211301 for hardware kit
 - 6-foot-4-inch Rambox (MSRP: \$975, Part Number: 82212920)
 - 8-foot Conventional Bed (MSRP: \$1,073, Part Numbers: 82211299 for Tonneau Cover and 82211302 for hardware kit
- Fiberglass (for 5-foot-7-inch and 6-foot-4-inch Conventional Beds)
 - 5-foot-7-inch Conventional Bed (MSRP: \$1,330, Part Number: Unique based on exterior color
 - 6-foot-4-inch Conventional Bed (MSRP: \$1,390, Part Number: Unique based on exterior color

Bed Protection

- Drop-In Bedliners (for all Bed Configurations)
 - 5-foot-7-inch Conventional Bed (MSRP: \$347, Part Number: 82211070AC (Ram's Head); 82211069AC (HEMI); 82211071AC (Texas Pride))
 - 5-foot-7-inch Rambox (MSRP: \$347, Part Number: 82212043)
 - 6-foot-4-inch Conventional Bed (MSRP: \$347, Part Number: 82211318AC (Ram's Head); 82211317AC (HEMI) and 82211319AC (Texas Pride))
 - 6-foot-4-inch Rambox (MSRP: \$347, Part Number: 82212945)
 - 8-foot Conventional Bed (MSRP: \$347, Part Number: 82211321AC (Ram's Head); 82211320AC (HEMI) and 82211322AC (Texas Pride))
- Bed Mat (for all Bed Configurations)
 - 5-foot-7-inch Conventional Bed and Rambox (MSRP: \$182, Part Number: 82211068AC)
 - 6-foot-4-inch Conventional Bed and Rambox (MSRP: \$169, Part Number: 82212996)
 - 8-foot Conventional Bed (MSRP: \$195, Part Number: 82207423AC)
- Bed Rug (for Conventional Beds)
 - 5-foot-7-inch Conventional Bed (MSRP: \$408, Part Number: 82211067)
 - 6-foot-4-inch Conventional Bed (MSRP: \$422, Part Number: 82209888)
 - 8-foot Conventional Bed (MSRP: \$434, Part Number: 82209889)

Chrome Appearance Products

- Grille Inserts
 - Chrome Hex-Foil (MSRP: \$175, Part Number: 82213261)
 - Chrome Horizontal (MSRP: \$225, Part Number: 82213262)
 - Chrome Wire Mesh (MSRP: \$250, Part Number: 82213606)
- Body-side Moldings
 - Regular Cab (MSRP: \$125, Part Number: 82213505)
 - Quad Cab (MSRP: \$175, Part Number: 82213504)
 - Crew Cab (MSRP: \$185, Part Number: 82213505)
- Front-air Deflector
 - Chrome (MSRP: \$123, Part Number: 82211336AC)
- Fuel Door
 - Chrome (MSRP: \$149, Part Number: 82211393)

Rambox Products

- Cargo Management
 - 5-foot-7-inch Rambox (MSRP: \$159, Part Number: 82213570)
 - 6-foot-4-inch Rambox (MSRP: \$199, Part Number: 82212966)
- Rambox Holster
 - 5-foot-7-inch Rambox (MSRP: \$159, Part Number: 82213570)
 - 6-foot-4-inch Rambox (MSRP: \$199, Part Number: 82212966)
- Ram Bags
 - Tool Bag (MSRP: \$50, Part Number: 82212950)
 - Tool Caddy (MSRP: \$75, Part Number: 82213020)
 - Cooler (MSRP: \$35, Part Number: 82212951)

- Duffle Bag (MSRP: \$45, Part Number: 82212949)

Towing Products

- Class IV 2-inch Trailer Hitch
 - Tool Bag (MSRP: \$130, Part Number: 82213205)
- Ball Mount Adapters
 - 1.75-inch rise, 1-inch drop (MSRP: \$29, Part Number: 82213547)
 - 5.25-inch Drop (MSRP: \$39, Part Number: 82213640)
- Trailer Tow Mirrors (MSRP: \$465, Part Number: 82210941AB)

Sport/Performance Hood (MSRP: \$1,070, Part Number: 82211065AF)

Electronic Upgrades

- Electronic Vehicle Tracking System
 - U.S. Electronic Vehicle Tracking System (MSRP: \$474, Part Number: 82212457)
 - Canada Electronic Vehicle Tracking System (MSRP: \$352, Part Number: 82212870)

Performance Parts

- Suspension Lift Kits (may not be used on Ram Trucks with Air Suspension)
 - 2-inch lift kit with Bilstein shocks (MSRP: \$921, Part Number: P5155797)
 - 3-inch lift kit with Bilstein shocks for Outdoorsman trim level (MSRP: \$3,311, Part Number: P5156108)
 - 3-inch suspension kit for Outdoorsman (MSRP: \$2,622, Part Number: P5156109)
 - 4-inch lift kit with Bilstein shocks (MSRP: \$3,311, Part Number: P5156106)
 - 4-inch suspension kit (MSRP: \$2,705, Part Number: P5156107)
- Cat-back Exhaust Systems
 - 5.7-liter with bumper cut-outs (MSRP: \$1,175, Part Number: P5155280)
 - 4.7-liter and 5.7-liter without bumper cut-outs (MSRP: \$1,105, Part Number: P5155922)
- Cold-air Intake
 - 5.7-liter cold-air intake (MSRP: \$481, Part Number: 77070023)

New 2013 Ram 1500

Ram 1500 – the most capable and recognizable pickup on the road – delivers best-in-class fuel economy with a truck-load of pioneering, fuel-saving systems including a more fuel-efficient and more powerful 3.6-liter V-6 engine and first-in-segment technologies: eight-speed automatic transmission, stop-start system, thermal management system, pulse-width modulation and active aerodynamics, including grille shutters and air suspension. The new truck offers best-in-class towing and payload, best-in-class ride and handling and best-in-class aerodynamics.

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 owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- 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 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

- 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
- Brand-specific customer care telephone lines: first to offer Sunday service hours for customers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

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 SpA, Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. 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.

75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for antifreeze product in 1937. 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. The brand has expanded to include technical service and customer support.

Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as a stand-alone vehicle brand. Creating a distinct brand for Ram trucks has allowed the brand to concentrate on how core customers use their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

The Ram truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram trucks are designed to deliver a total package.

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