

Contact: Beth Ann Bayus

Tom Blattler

Special Product Line Celebrating 50th Anniversary of the Iconic GEN II 426 Race HEMI® Available from Mopar

- 2014 marks 50th anniversary of the introduction of the Gen II 426 Race HEMI® engine
- Mopar created an exclusive merchandise product line with items featuring 50th anniversary HEMI logo to celebrate the iconic engine
- More than 50 unique HEMI anniversary merchandise items available at WearMopar.com

March 5, 2014, Auburn Hills, Mich. - With 2014 marking the 50th anniversary of the introduction of the iconic second generation (Gen II) 426 Race HEMI® engine to motorsports competition, Mopar, Chrysler Group LLC's service, parts and customer-care brand, has created a special product line of merchandise to help celebrate the milestone.

Mopar kicked off the year-long commemoration of the legendary engine in January with the unveiling of a 50th anniversary logo that incorporates an elephant in reference to the engine's moniker, earned from the powerplant's imposing size, strength, power and longevity. The logo also features the trademark HEMI-orange color that covered the engine and made it even more recognizable.

The new product line of more than 50 unique and exclusive items featuring the HEMI 50th anniversary logo is available to Mopar aficionados at WearMopar.com and includes merchandise such as clothing, decorative lighting, clocks, a pub table, stools and much more. All of the new HEMI 50th anniversary merchandise incorporates HEMI Orange through color blocking, stripes and other fashion forward applications.

"We have many unique items to give fans another way to join us in celebrating the revolutionary engine that inspired a long line of quality products in our brand's portfolio and became such a vital part of Mopar's heritage," said Tricia Hecker, Marketing Director — Mopar. "We're really happy with the variety and selection of items we are offering to true fans of the iconic HEMI."

These are some of the featured items in the new HEMI 50th merchandise line:

HEMI 50th Anniversary Neon Sign – \$395.00

This neon sign comes in the shape of the 50th anniversary HEMI logo measuring 26 inches by 21 inches. The sign operates on regular 110-volt household current and is more efficient than incandescent bulbs and does not require any assembly or special wiring..

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A69999542N>

HEMI 50th Anniversary Medallion and Wooden Display Box – \$83.95

This handcrafted, custom, commemorative HEMI 50th Anniversary Medallion epitomizes the tradition and legacy of the HEMI 426 engine. Made of heavy brass material, this special edition medallion measures 2.75 inches in diameter, has an antique finish with orange enamel and comes packaged in a cherry wood pocket box that will complement any enthusiast's display. The display box doubles as a stand.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70469949N>

Ladies Athena V-neck Tee Shirt – \$26.95

This charcoal colored, soft, short-sleeve, V-neck fashion tee shirt was designed for women and features a specially created anniversary logo on the front and special trim detail on both sleeves. It is made of 65% polyester and 35% cotton with sizes ranging from small to double extra-large.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70632449>

Exclusive HEMI 50th Anniversary Lightweight Pullover Hoody – \$45.95

This unisex charcoal-colored HEMI Anniversary hoody is lightweight, made with a 65% polyester and 35% cotton blend, and features the special 50th Anniversary HEMI logo with exaggerated text on the chest and a vertical HEMI logo on the left sleeve. It is available in medium to double extra-large sizes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70692449>

Adult Color-block Pullover Hoody – \$54.95

This upscale color-block HEMI hoody features a two-tone color combination of black and orange, along with the HEMI 50th Anniversary logo tastefully embroidered on the center chest. The contrasting, micro-mesh-lined, drawstring hood has black on the outside and orange on the inside. Made of 100% polyester tricot, it features a front media pocket and moisture evaporation and wicking properties, coupled with a smooth polyester surface that dries quickly to provide superior comfort and warmth. It is available in medium to double extra-large sizes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70522849>

Hemi 50th Anniversary Journal Book - \$16.95

If you need to take notes, why not make them in a commemorative HEMI 50th Anniversary journal? Measuring 5" x 7", this 100-sheet book with wire binding features lined sheets and a die cut window in the front cover that allows the Anniversary logo to show through. The front and back covers are made from sturdy mesh board and sports an attractive repeating HEMI® script logo on a silver metallic-look background. Each inside page also has the HEMI® word on the lower corner. <https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70449749N>

Hemi 50th Anniversary 17" Wall Mirror -- \$72.00

A mirror is a handy item to have on the wall in an office, den or shop. Why not have one that features the 426 HEMI 50th Anniversary logo etched into the glass? With a black wood outer frame, this item measures 17 inches in diameter, and it will certainly become a treasured part of your décor! HEMI 50th Anniversary logo laser etched on front glass.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70422849N>

HEMI 50th Anniversary Men's Galeros Jacket – \$51.95

This HEMI polyester knit jacket features a stand-up collar, contrast side insets, interior storm flap with chin guard, upper right chest zippered pocket, two side pockets and open cuffs and bottom hem. The HEMI 50th Anniversary logo is embroidered on the left chest. It is available in Saffron Orange/Charcoal and in medium to 3XL sizes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70649549>

A complete list of HEMI 50th anniversary merchandise offerings is available at www.WearMopar.com.

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 industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat 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 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.

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

More than 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 former 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.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>