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## **Mopar Ready for Spring Refresh and Summer Fun**

- Ideas from Mopar on spring refreshers for Chrysler Group vehicles include leather seats and seat covers, decal kits, new door guard sills, premium carpet floor mats and a wireless charging system
- More than 10,000 Mopar Vehicle Protection Road Hazard Tire and Wheel Protection Plans were purchased in the first quarter of 2014
- Mopar also has plenty of cool parts, accessories and technologies to help customers get ready for summer at [www.mopar.com](http://www.mopar.com)

May 20, 2014, Auburn Hills, Mich. - Has the recent long and tough winter taken its toll on your ride? No worries. Spring has finally sprung and Mopar, Chrysler Group LLC's service, parts and customer-care brand, has some great ways to help even the hardest-hit vehicles get ready for the sun and fun-filled road trip days ahead with refreshing makeovers.

### **Spring Tune-up**

During April's National Car Care Month, vehicle owners were encouraged to follow basic maintenance procedures to make sure their rides were running at peak performance. For those who may have put it off until the last of the snow melted and pothole repairs started, Mopar offers an interactive maintenance guide available at [www.mopar.com/service/interactive-maintenance-guide/](http://www.mopar.com/service/interactive-maintenance-guide/) with tips on preventative care. Consumers also can find coupons for Mopar factory-engineered parts and maintenance service performed by factory-trained technicians at <http://www.mopar.com/coupons/> with offers from participating dealers.

Customers frustrated with the damage inflicted by the harvest of potholes are getting some needed relief thanks to Mopar Vehicle Protection (MVP) Road Hazard Tire and Wheel Protection Plans, ranging from 1-7 years of protection with unlimited mileage. More than 10,000 plans were purchased in the first quarter of 2014.

To make the crater obstacle course less daunting, drivers can rest assured with a MVP Road Hazard Protection plan available at local Chrysler Group dealerships for both new and current vehicles. Should repairs be needed to tires and rims, plans provide consumers with an expedient, hassle-free experience with no out-of-pocket expense coverage on all four tires and as much as \$1,500 of coverage per year.

### **Summer Prep**

With the promise of summer just ahead, Mopar also has plenty of cool parts, accessories and technologies to help customers get ready for fun in the sun. Here are just a few:

Snow, salt and transporting winter gear can leave vehicle interiors looking a little tired. Door-sill guards, molded splash guards and premium carpet floor mats are best sellers this time of year and available at [mopar.com](http://mopar.com) or through local dealerships for most Chrysler, Jeep, Dodge, Ram and Fiat brand vehicles. Mopar also offers Katzkin leather seats and seat covers, in more than 50 colors, to brighten most every Chrysler Group vehicle interior.

A great summer addition to any vehicle is Mopar's heated windshield washer solvent, which isn't just for winter. This system is perfect for aiding in the removal of grime and bugs from windshields during summer road trips.

Those same trips with the family will be enhanced with the addition of a Mopar 10-inch Overhead Media Player with Mobile Digital Television. The kits come complete with installation hardware, wiring harnesses, installation instruction sheets, two sets of IR headphones and a remote. They are available for Jeep® Grand Cherokee, Chrysler Town &

Country, Dodge Grand Caravan, Dodge Journey and the family of Ram Trucks.

Mopar's wireless charging technology is another great road trip addition. It works with iPhone, Blackberry, MP3 Players and Droid-based devices to keep them charged and ready to go. The system currently is available for the Dodge Dart, Viper, Chrysler Town & Country and Dodge Grand Caravan.

As the two most-accessorized Chrysler Group vehicles in the North American market, Mopar offers plenty of summer updates specific to the Ram 1500 and Jeep Wrangler. Sport performance hoods, cold air intake kits and chrome or black tubular side steps are popular additions for both vehicles. An easy to install roll-up Tonneau cover for the Ram 1500 helps shield cargo from view and protect the truck bed from sun and rain. Similarly, Jeep Wrangler owners might consider an easy-on weather-resistant parking vehicle cover for their cabs to keep the rain or dew out when the hard or soft top is off.

Outdoor-loving Jeep owners will definitely want to peruse [www.mopar.com](http://www.mopar.com)'s selection of multiple lifestyle racks and carriers to transport bicycles, kayaks and camping gear. Another great Mopar accessory is a tent that attaches to the back of any Jeep vehicle to provide campers double the protected interior space.

Mopar also offers a useful Jeep Cargo Management System (JCMS) which provides endless configurations for storage. The universal module rack is available for the Jeep Cherokee and has accessory options that include a Trailhawk Off-Road Accessory Kit, Roadside Safety Kit, storage tote, collapsible cooler and more.

To add a little summer flair to the look of a vehicle, Mopar offers a variety of decal kits for most Chrysler Group vehicles for bodysides, hoods or roofs. The Fiat brand alone has more than 85 options for the Fiat 500 and Fiat 500L, with more being added every day.

Mopar Custom Graphics also can help personalize and set a vehicle apart from the crowd on the road, at the beach or at the baseball game with racing stripes, a solid splash of color or other graphics. In addition to the custom appearance, the matte vinyl graphics provide a thin photo-quality protective buffer to keep surfaces safe from occasional nicks and scratches. They are designed specifically for hoods, roofs and deck lids and can be cleanly removed to change the look again next summer. Matte vinyls are currently available for the Dodge Challenger, Dodge Charger and Chrysler 300C.

After investing the time to update their rides, consumers also can help protect their vehicles from loss with the Mopar Electronic Vehicle Tracking System (EVTS). Once purchased, all that is required is registration of the product without any added annual subscription cost. In the event of theft, the 24/7 Rapid Response Center Team can track a stolen vehicle across the United States, Canada and Mexico in minutes before possible damage can be done. Upgraded service plans also are available that add a comprehensive menu of features and services to further protect owners this summer.

For even more spring refresher and summer update suggestions from Mopar with model-specific options visit <http://www.mopar.com/vehicle-locator/>.

### **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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