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### **'Tis the Season for Mopar Holiday Gift Ideas**

- Plenty of holiday gift ideas for aficionados among hundreds of Mopar accessories and merchandise items available at [Mopar.com](http://Mopar.com)
- Authentic Mopar merchandise including limited edition HEMI® blueprint poster, holiday ornaments, custom-designed Mopar apparel and authentic decor available at [WearMopar.com](http://WearMopar.com)
- More than 280,000 proven authentic quality-tested parts and accessories available via the Mopar e-store or through an authorized dealer

November 24, 2014, Auburn Hills, Mich. - The holiday gift-giving season is just a short drive around the corner, and Mopar is happy to provide a number of unique gift ideas with hundreds of fun and authentic merchandise items and a plethora of quality auto parts and accessories for every budget.

"Mopar has put together a great selection of new auto accessories and fun and distinctly designed brand merchandise that will make wonderful gifts for this upcoming holiday season," said Pietro Gorlier, President and CEO—Mopar Service, Parts and Customer Care. "These items have been added to the more than 280,000 proven, quality-tested auto parts and accessories already available from the Mopar.com e-store or an authorized dealer. Along with authentic apparel and gear, collectors' items and this year's unique HEMI® 50th anniversary line of merchandise, this season's holiday gift suggestions have something for every Mopar fan."

New Mopar merchandise for this year includes holiday ornaments, a special Mopar charm and a limited edition 426 Race HEMI 50th anniversary blueprint reproduction, complete with an authentication letter. All are available at [WearMopar.com](http://WearMopar.com).

These three unique items are just a part of the holiday gift suggestions that follow to round out the "Twelve Days of Christmas" for all the "naughty or nice" Mopar fans on your list:

#### **HEMI Engine Blueprint Reproduction — \$250.95**

In honor of the 426 Race HEMI engine's 50th anniversary, Mopar is offering a very limited-edition poster that captures and preserves the beginnings of the iconic engine. A treasure saved from the company archives, this A864 Hemi Cylinder Block Line Drawing was professionally photographed and transferred to a sturdy backing material. Only 50 prints will be made available. They are accompanied by a letter of authenticity signed by "the father of the HEMI," Tom Hoover, and Mopar President and CEO, Pietro Gorlier. The exclusive collectable will be shipped in a specially marked tube as it unfurls to measure a full six feet in length (72-inch by 20-inch).

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71981342N>

#### **Mopar Ornaments — \$32.95 to \$38.95**

The custom-made 426 HEMI Engine ornament measures 4 3/4 inches in length, while the Mopar Spark Plug Ornament measures 4 inches in length. Both these three dimensional ornaments are made of mouth-blown glass and are hand-painted in Poland by some of the world's most renowned artisans. These limited-edition treasures make wonderful Mopar Christmas keepsakes and come packaged in a gift box.

#### **HEMI Engine ornament — \$32.95**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71909742N>

#### **Spark Plug Ornament — \$38.95**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71910042N>

**Mopar Pandora Charm — \$69.95**

This authentic Mopar logo Pandora charm is made from 100% sterling silver and comes packaged in a Pandora pouch. It attaches to charm bracelets to show off the wearer's Mopar brand loyalty.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71829742N>

**Mopar Carbon Fiber Hat — \$19.95**

This black custom-made Mopar cap was designed with a carbon fiber style in mind. Made from UV-treated moisture-wicking fabric, the hat features a carbon fiber insert on the peak with an embroidered Mopar logo on the front crown, tonal eyelets and button and a Velcro back closure with Mopar written on the strap.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71922842N>

**Mopar Piston Keychain — \$6.95**

This piston and rod assembly keychain is a Mopar exclusive and measures 2 and 3/4-inch length by 7/8-inch diameter. It is made of solid diecast metal with nickel plating and is complete with an articulating, realistic piston head. The piston crown is adorned with the MOPAR trademark logo.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A69399742N>

**Mopar Wooden Sign Art — \$89.95**

Mopar aficionados will love to accent any indoor or outdoor living space with this Michigan-made vintage Mopar logo wood art. Each one-of-a-kind 1937 Mopar logo or 1972 Mopar logo wood art comes ready to hang. Each 16-inch by 24-inch cedar board has its own unique wood grain, knots and swirls. (This item ships directly from the manufacturer and takes 12 to 14 business days for delivery.)

**Vintage 1937 Mopar Logo Wood Art**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71789942N>

**Vintage 1972 Mopar Logo Wood Art**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71799942N>

**The Mopar Epoch Jacket — \$119.95-123.95**

This exclusive custom-designed Mopar sweater jacket is American-made and features a heavyweight cotton and polyester fabric, with a striped knit collar, cuffs and waist band. The black and royal blue jacket sports a Mopar applique across front chest, along with the Mopar omega logo on the left sleeve, the American Flag on the right sleeve, and an embroidered "M" on the back upper neck. An exclusive collection hangtag and Mopar zipper-pull complete this one-of-a kind piece. The Epoch jacket comes packaged in a Mopar Collection gift bag and is available in small to 3XL sizes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70332842>

**Mopar Dog Leash & Dog Collar (sold separately) — \$12.95**

A Mopar dog walking leash and collar (sold separately) are the perfect gift for a Mopar fan's beloved fur-friend. Both the leash and collar, are made of black coarse weave webbing material, feature heavy-duty clips and assembly and are designed for durability with Mopar's signature logo woven into the fabric. The leash is 1-inch wide and 6-foot long, while the adjustable collar comes in three sizes (Small = 9 to 14 inch; Medium = 12-20 inch; Large = 18-32 inch).

**Collar (three sizes) \$12.95**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71872842>

**Leash \$12.95:**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71862842N>

**Mopar Power Wagon Truck — \$49.95**

This Mopar green wooden pickup truck (12-inch by 5-inch by 6-inch) was inspired by the Dodge Power Wagon, features a Mopar logo on driver's side door and is individually boxed.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71942142N>

**HEMI® 50th Anniversary Scheme Mopar Funny Car 1:24 Scale Replica — \$89.95**

The HEMI® 50th Anniversary Mopar Dodge Charger R/T Funny Car driven by Don Schumacher Racing driver Matt Hagan during the 2014 NHRA Championship-winning season is represented as a 1:24 scale authentic brand diecast with more than 100 parts. The diecast body and chassis come with a body prop bar, realistic rubber tires, a working steering wheel and highly detailed engine and cockpit. It features the same Mopar and HEMI graphics and logos included on the life-sized version.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71139949N>

**Mopar Pro Racing Dragstrip Electric Slot Car Track — \$119.95**

For the Mopar fan who loves racing slot cars, this limited-edition Mopar Pro Racing NHRA Dragstrip electric slot car track is the perfect gift. It includes two Mopar Pro Stock Racers, two variable speed controllers, power pack, 13 feet of race track and electronic start and end gates. It also features a fully functioning LED Christmas tree, an electronic finish line with win lights, in-track sensors for the red foul light and Pro and Sportsman racing modes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A69909942N>

**Mopar Gift Cards — \$25 - \$100**

The Mopar Authentic Gear gift card is the perfect holiday gift for the hard-to-buy-for people on anyone's list. The gift cards are available in denominations of \$25, \$50, and \$100 for the Mopar Fan who has everything but could always use something more.

**Mopar \$25 gift card:**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71802542N>

**Mopar \$50 gift card:**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71805042N>

**Mopar \$100 gift card:**

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71810042N>

**Mopar Wall Cabinet — \$13,295.00**

This gift idea is ideal for those wanting to customize their garage or dealership by combining multiple custom Mopar tool boxes and cabinets to build the ultimate work station. This customized Mopar storage wall cabinet features stainless steel lockable cabinets with three shelves and coat rack (6-inch wide by 27-inch depth by 76-inch height), two perforated painted wall panels (peg boards are 32-inch wide by 76-inch height), a rolling cart with three drawers (18-inch wide by 27-inch depth by 29-inch height), a stainless steel top desk with a four-drawer cabinet under table (60-inch wide by 30-inch depth by 32-inch height), a stainless steel pegboard with cabinet upright supports, a stainless steel bezel (2) plug outlets, a wall-mounted overhead cabinet (30-inch wide by 14-inch depth by 21-inch height), a 1/8-inch thick rubber desktop mat, a PVC top for the rolling cart and PVC drawer liners. All pieces are painted in glossy black and feature lockable drawers and doors. (This item ships directly from the manufacturer and may take four weeks for delivery.)

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71732842N>

A complete list of Mopar authentic parts and accessories is available at [www.mopar.com](http://www.mopar.com).

**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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