

Mopar® Offers New Chrome Grille for the Popular Jeep® Wrangler and Jeep Wrangler

Unlimited

- The Chrome Grille from Mopar® allows customers to personalize their Jeep® Wrangler to make a bold statement
- Provides a bright complement to any Wrangler body color for a stylish exterior
- The chrome grille features precise fit and long-lasting good looks

September 18, 2007, Center Line, Mich. - Mopar®, the Chrysler LLC's original equipment parts manufacturer, announced it offers a new Chrome Grille for the Jeep® Wrangler and Jeep Wrangler Unlimited. An Authentic Jeep Accessory from Mopar, the chrome grille kit also includes a Jeep emblem, hood seal and fasteners.

Installing in less than 20 minutes, the chrome grille has a durable and long-lasting finish. Designed and engineered to meet all Chrysler O.E. corrosion protection specifications and standards, the chrome grille also doesn't affect the Wrangler's cooling system performance.

"Our new chrome grille, an Authentic Jeep Accessory from Mopar, dresses up the Jeep Wrangler so it's sure to turn heads on the trail or at a red-carpet event," said Chris Cortez, Senior Vice President – Global Service & Parts, Chrysler LLC. Cortez added, "Our factory-engineered Jeep accessories are designed as well as performance and safety tested to provide compatibility in function, fit and finish."

The U.S. Manufacturer's Suggested Retail Price (MSRP) for the chrome grille (P/N 82210558AC) is \$299.

Mopar offers a complete package of chrome accessories including front and rear tubular bumpers, fog lights, wheels, tubular side steps, taillamp guards, fuel filler door and exhaust tip.

The chrome grille from Mopar is available for purchase and installation at Chrysler, Jeep and Dodge dealerships across the country. Mopar accessories are covered under Chrysler's 3-year/36,000-mile New Vehicle Limited Warranty or Mopar's 12-month/12,000-mile Limited Warranty, whichever is more favorable to the customer. These warranties are serviced by Chrysler, Jeep and Dodge dealerships.

Visit www.mopar.com for a full line of authentic accessories from Mopar.

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.

Originally used in the 1920s, Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for a line of antifreeze products in 1937. It was also 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.

Today, the Chrysler LLC Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components and accessories for Chrysler, Jeep and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in

strict adherence to Chrysler engineering standards.

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