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Mopar® Announces Dozens of New Aftermarket Parts at Moab Jeep® Safari 2009

Aftermarket parts catalog increases by approximately 100 new off-road, truck and performance parts and accessories

April 7, 2009, Moab, Utah - Mopar® today unveiled a significantly expanded parts catalog for Jeep® and Dodge truck customers.

The Mopar parts catalog now has approximately 100 new Authentic Jeep Accessories, Authentic Dodge Accessories and Performance Parts from Mopar, solidifying the brand's place as a major competitor in the Jeep and truck accessory and performance marketplace.

"Mopar has taken the step to add 100 new off-road, truck and performance parts and accessories in the last year in response to customer demand," said Jim Sassorossi, Director—Mopar Global Parts Sales and Marketing, Chrysler LLC. "An additional benefit is that now 3,250 Chrysler, Jeep and Dodge dealerships located across the United States are the one-stop destination point for all of our customers' vehicle-upfitting needs."

Mopar is the source for all of Chrysler LLC's original equipment parts for Chrysler, Jeep and Dodge vehicles. Mopar parts are unique in that they are engineered by the same team that creates all factory-authorized vehicle specifications for Chrysler, Jeep and Dodge products. That means Mopar's direct connection to the factory offers customers something no other aftermarket parts company can provide.

Following is a sampling of the most significant new accessories and performance parts from Mopar:

Two-inch and 4-inch Lift Kits

Mopar now offers Jeep and Dodge truck customers a complete and comprehensive line of lift kits. Mopar is expanding its off-road performance line to include Dodge trucks with a new 4-inch lift kit, which requires a minimum 18-inch wheel and allows for up to 37-inch tires.

In addition, a Mopar 2-inch lift kit is now available for 2007 to 2009 model year two-door and four-door model Jeep Wrangler vehicles. Most moderate Jeep Wrangler lifts use coil spring spacers with the factory coil springs. However Mopar's replacement coil spring lift allows as much suspension articulation as most 4-inch lift kits, resulting in increased performance with minimal impact on vehicle center-of-gravity. Also new, Mopar's 2-inch lift kit is covered by a Mopar Performance first Limited Lifetime Warranty. Both the 2-inch and 4-inch lift kits by Mopar are currently available for purchase.

Half-window and Half-door Kits

Since 1987, Jeep Wrangler soft-top model vehicles have been available with factory-installed half-doors, which have become known as a signature, uniquely Jeep feature. This year, Authentic Jeep Accessories by Mopar offers half-window kits and half-door kits for 2007 model year and newer Jeep Wrangler vehicles. These doors are available in kit form, which will enable customers to convert their Jeep Wrangler for summertime and trail-riding use and easily switch back to full doors when needed. Both kits will be available starting in June 2009.

Dana 44 Axle

Mopar is now offering a complete axle kit for 1997 to 2006 model year Jeep Wranglers. This new front and rear axle is a Dana 44, with four to 10 gears and electric lockers. This is a modified, new-production axle that will bolt directly into the previous model year Jeep Wrangler and is currently available for purchase.

Bestop Kits

Jeep has used soft tops made by Bestop for many years. Now Mopar Accessories has teamed up with Bestop to offer

a select line up of tops, doors and other soft goods for Jeep owners. Bestop Kits will be available this month.

ATK 4.7-liter Stroker Motor

Following up on Mopar's announcement last year that it would investigate adding a stroker motor to its portfolio, the parts maker displayed a 4.7-liter engine on the XJ Stroker vehicle at Moab. This is the same motor that won the 4X4 SUV category at the 2008 Score International Baja 1000 in Essenada, Mexico. Mopar plans to launch the ATK 4.7-liter Stroker motor for Jeep applications starting in September 2009.

American Expedition Vehicles (AEV) Parts

Lastly, Mopar has introduced numerous parts available through a partnership with American Expedition Vehicles (AEV). Please see your dealer for a complete list of AEV parts available.

Mopar is the source for genuine production tops and service parts. All of the products described above will be available for purchase at 3,250 Chrysler, Jeep and Dodge dealerships nationwide. Please see your local dealer or www.mopar.com for more information.

More than 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.

Mopar (a simple contraction of the words MOrtor and PARts) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960's—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, Chrysler LLC's Parts division is responsible for the distribution of nearly 350,000 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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