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## **More “Moparized” Chrysler, Jeep®, Dodge Car and Ram Truck Vehicles Headed for SEMA**

- Mopar® Releases First Photos of Dodge Challenger 1320 Street Pak and Ram Bianco Image Vehicles

October 27, 2009, Auburn Hills, Mich. - Mopar® continues to prep accessorized vehicles for the Specialty Equipment Market Association (SEMA) show in Las Vegas next week. In addition to the brand's image vehicles that were announced earlier this month, finishing touches are being made to the company's lineup of “Moparized” Chrysler, Jeep®, Dodge Car and Ram Truck vehicles.

“Mopar is the place to go if you are looking to further enhance the appearance and performance of your Chrysler, Jeep, Dodge Car or Ram Truck vehicle,” said Pietro Gorlier, President and Chief Executive Officer, Mopar Service, Parts and Customer Care, Chrysler Group LLC. “The SEMA show is a great opportunity for us to showcase vehicles with proven, quality-tested parts and accessories, along with our technical and diagnostic capabilities.”

Following are seven vehicles heading for the SEMA show:

### **2010 CHROMED RAM HEAVY-DUTY CREW CAB**

The 2010 Ram 2500 Crew Cab 4x4 accessorized in a unique “Chrome Theme” stands tall with a Mopar 2-inch lift kit and 35-inch tires. Available for the first time in a crew-cab model and featuring the most powerful standard engine in the segment – a 6.7-liter Cummins Turbo Diesel that generates 350 horsepower and 650 lb. ft. of torque – this Deep Water Blue Laramie showcases the following Mopar accessories:

- Chromed tube steps featuring 5-inch oval side steps with black molded end caps, slip-resistant pads and heavy-duty drill-free mounting brackets for easy entry and exit. Manufacturer's Suggested Retail Price (MSRP): \$614
- Chromed door-sill guards for the front and rear protect interior sills from scratches. MSRP: \$178 (set of four)
- Chromed tailgate bezel with backup camera adds style and enhanced safety. MSRP: \$39
- Bright B-pillar trim kits (MSRP: \$119) add a sporty touch.
- Chromed fuel door (MSRP: \$132) and chromed exhaust tip (MSRP: \$99.30)
- Deep Water Blue hard tonneau cover is custom designed for a perfect color match and offers an easy-opening cover, including a built-in tailgate lock for added security. MSRP: \$1,290
- Rear-seat entertainment system features a 7-inch DVD player/screen integrated into the rear of both headrests and includes a remote and two headsets. MSRP: \$1,625
- Mopar-developed Katzkin Leather seating in dark slate color with blue accents coordinates with the exterior of the vehicle. Covers are available in a range of colors, configurations, stitching and piping. MSRP: \$1,199

### **2010 RAM HEAVY-DUTY ULTIMATE TOW MACHINE**

For the ultimate in towing capability, Mopar accessorized a Bright White 2010 Dodge 3500 Mega Cab 4x4 in Laramie trim that offers towing capability of up to 16,450 lbs. and a maximum payload of 5,150 lbs. with the 6.7-liter Cummins Turbo Diesel. Mopar offers the following accessories to deliver the total tow package:

- Gooseneck Hitch installs securely in the pickup bed and handles the toughest towing needs as it is attached to the frame rails. MSRP: \$258
- Gooseneck Hitch Install Kit includes frame rail-mounted brackets, cross members and hardware. MSRP: \$209
- Running Boards designed by Mopar to fit the unique contours of the Dodge Heavy Duty. Available in

black and silver, these rust-proof boards are designed for minimal slippage to make it easy to enter/exit the vehicle and maximize looks. MSRP: \$599

- Mopar Retractable Bed Step provides an intermediate platform between the ground and the rear bumper to enable easy step-up on to the tailgate. MSRP: \$264
- Heavy-Duty Splash Guards provide maximum lower-body protection with ultra-thick rubber construction that features the Ram's head logo. MSRP: \$40.40
- Uconnect™ Web from Mopar turns this Ram Heavy Duty into a WiFi hotspot, allowing multiple-passenger access to in-vehicle internet connectivity. MSRP: \$499
- Mopar Slush Mats feature a deep-groove design in order to keep water, snow and mud from carpeted surfaces. MSRP: \$96.15

## **2010 RAM HEAVY-DUTY WORK TRUCK**

The entire 2010 Ram Heavy Duty lineup is well equipped for any work environment. The Inferno Crystal Red 2010 Ram 2500 ST 4x2 and its 5.7-liter HEMI® V-8 include the following Mopar accessories that'll make any hard-working owner proud to show up on the job site:

- Utility Rail System, constructed of bright anodized aluminum, offers infinitely adjustable cargo-box tie-down possibilities. MSRP: \$356
- Diamond-plated Sliding Toolbox featuring a key-locking lid holds up to 300 lbs. of additional cargo. MSRP: \$539
- Drop-in Bed Liner offers skid-resistant, under-the-rail protection that is tailored for a perfect fit and features the Ram's head logo. MSRP: \$325
- Black powder-coated aluminum Tubular Side Steps provide skid-resistant stepping surfaces for easy entry and exit. MSRP: \$307
- Stake Tie Downs mount directly into stake holes and provide a readily available tie-down hook that may be folded down and out of the way when not in use. MSRP: \$70.20
- Retractable Bed Step provides an intermediate platform between the ground and the rear bumper to enable easy step-up on to the tailgate. MSRP: \$264
- Mopar Slush Mats feature a deep-groove design in order to keep water, snow and mud from carpeted surfaces. MSRP: \$96.15

## **"Moparized" DODGE CHALLENGER**

- Custom-designed, matte black Go-Wing Rear Spoiler MSRP: \$316
- Mopar Nostalgia Wheels are a throw back to Mopar's heritage with 20-inch, 5-spoke forged-aluminum wheels featuring both a polished and clear-coat finish. MSRP: \$583/each
- Black 5.7-liter HEMI® Engine Cover with HEMI logos show off the powerplant in a not-so-subtle style. MSRP: \$326
- Hood Prop Kit replaces the single-hood prop rod with two gas struts and fasteners for easy hood travel. MSRP: \$51.60
- Cold-air Intake Kit provides noticeable gains in horsepower and torque, improved performance when accelerating and emits an aggressive sound from under the hood. MSRP: \$371
- Front and Rear Splash Guards provide excellent protection for front fenders, rocker panels and rear fascias with a custom-molded design. MSRP: \$52.75 pair
- Stainless-steel Cat-back Exhaust features a free-flow system that provides gains in horsepower and torque in addition to improved fuel economy and a deep-toned exhaust note. MSRP: \$1,190
- Chromed Fuel Door offers bright, bold complement to any exterior paint color while providing a retro look. MSRP: \$176
- One-piece Wheel Lock Kit provides protection with four chrome-plated locking nuts and one exclusive Mopar key. MSRP: \$43.45
- Custom Strobe Stripe Graphic adds a black stripe that begins on both front fenders and fades out midway through the door panel for an added performance look. MSRP: \$182
- Uconnect™ Navigation includes AM/FM/DVD player and Sirius Satellite radio with 30-gigabyte hard drive, USB connection and mini stereo jack. MSRP: \$2,050
- Sound system includes 368-watt amplifier (MSRP: \$210), two 6-inch x 9-inch speakers in front (MSRP: \$115), two 6-inch x 5-inch KICKER speakers in rear (MSRP: \$79), and dual 10-inch square KICKER Subwoofer (MSRP: \$885)

- Ambient Lighting Kit illuminates the entire front footwell and cupholder areas with multi-color LEDs controlled with a rotary knob. MSRP: \$274
- Mopar Sirius Satellite Radio Antenna Kit delivers a new level of depth and content with more than 100 channels of digital entertainment from coast to coast. MSRP: \$158
- Chromed T-handle Shifter featuring a Mopar logo enhances the interior appearance by replacing the stock shift knob on the automatic-equipped Dodge Challenger. MSRP: \$137
- Interior Bezel Kit upgrades the center stack and console trim plate bezels with a two-piece, carbon-weave hydrographic finish. MSRP: \$172
- Easy-to-install Pedal Dress Up Kit showcases bright stainless-steel pedal covers for a performance-accented look. MSRP: \$82.25
- Mopar's brushed stainless-steel Door-Sill Guards make scratches to the interior sills a thing of the past. MSRP: \$140
- Premium front and rear Floor Mats feature 24-ounce luxury carpet that is color-coordinated to match any interior color. Front mats are custom-contoured for an exact fit and feature the Dodge Challenger logo on top of a rubber-nibbed backing which keep them firmly in place. MSRP: \$82.25/set of four
- Challenger-branded Cargo Area Mat is made of 24-ounce luxury carpet that is custom fit with a surged-edge binding for easy removal. MSRP: \$107
- Mopar's Stage II Coilover Suspension Kit allows up to a 1.625-inch ride-height drop for a low, custom look while maintaining a sporty, comfortable ride. MSRP: \$1,750
- Made from heavy gauge, powder-coated steel, the Strut Tower Brace reduces body flex in the front end and improves handling and driveability. MSRP: \$359
- Hood Pin and Cable Kit adds an extra touch of exposed chrome to Dodge Challenger's front end. MSRP: \$71
- Mopar-edition Hood Decal MSRP: \$350

#### **EXTREME OFF-ROAD 2010 JEEP WRANGLER**

Taking the off-road theme to the extreme is a Flame Red 2010 Jeep Wrangler Rubicon with a 3.8-liter V-6 engine that generates 202 horsepower and 237 lb.-ft. of torque while mated to a four-speed automatic transmission. Already an intimidating performer by virtue of the 2-inch Mopar Lift Kit with an MSRP of \$1,510 and 35-inch tires, additional Mopar accessories on this vehicle include:

- A Cold-air Intake Kit provides an aggressive engine sound and improved performance with a system that meets emission standards in all 50 states. MSRP: \$359
- Mopar heavy-duty, off-road front bumper features high clearance to provide fender protection while the integral winch mount is low enough to minimize airflow blockage to the engine compartment. MSRP: \$610
- Warn Winch Model 9.5XP features fast line speed. MSRP: \$1,399
- Mopar Off-road Rear Bumper uses compact dimensions for excellent ground clearance and is equipped with tow eyes, just in case they're needed. MSRP: \$525
- Black Taillight Guards add protection for off-road rides and look good when driving around town. MSRP: \$125
- Rock Rails feature a strong integrated rub bar that run the length of the rocker panel, providing great body-side protection that does not reduce ground clearance. MSRP: \$572
- The custom-designed heavy-duty steel Front Skid Plate protects the steering gear by sliding over off-road obstacles. MSRP: \$265
- Differential Cover Skid Plates protect factory differential covers and vital drive-line gears from road hazards. MSRP: \$79
- Off-road Lighting Package features two heavy-duty off-road lights and lenses that mount to the windshield and shed more light on any terrain. MSRP: \$300
- Black Door-Entry Guards, featuring the Jeep brand logo, protect interior sills with a tough surface. MSRP: \$25/set
- Satin Black Fuel Door adds a sculpted design to complement any exterior body color. MSRP: \$104
- Custom-fit Front (MSRP: \$211) and Rear (MSRP: \$154) Seat Covers featuring the Jeep logo keep dirt and moisture off seat surfaces.
- Heavy-duty Grab Handles connect directly to the overhead Sport Bar and feature easy-to-hold rubber grips and durable leather webbing. MSRP: \$33

- Mopar Slush Mats are custom-designed with a unique tire-tread pattern and mud graphics that prevent water, snow and mud from carpeted surfaces. MSRP: \$48
- Premium KICKER audio speaker upgrade kicks out vibrant sound, bigger bass and clean highs. MSRP: \$158

#### **FAMILY-FRIENDLY, OFF-ROAD 2010 JEEP WRANGLER**

While capable of handling serious off-roading duties with a Mopar 2-inch Lift Kit (MSRP: \$1,510) and 33-inch tires, the Deep Water Blue 2010 Jeep Wrangler Rubicon Unlimited four-door is built with the family in mind. Powered by the same 3.8-liter V-6 engine that generates 202 horsepower and 237 lb.-ft. of torque and is mated to a four-speed automatic transmission, the following accessories from Mopar outfit the 5-passenger ultimate off-road SUV in style.

- The American Expedition Vehicles' (AEV) Front Bumper System (MSRP: \$1,620) is the only stamped-steel off-road bumper in the industry. Included with the AEV Front Bumper System are a Skid Plate and Winch Mount that allow the Warn Winch Model 9.5XP (MSRP: \$1,399) to be perfectly integrated, eliminating airflow blockage to the engine compartment.
- Off-road bumpers feature integrated fog lights to improve visibility and a stylish Grille Guard up front, along with a rear bumper that clears all hitch receivers and is equipped with tow eyes. MSRP: Front \$531; Rear \$558
- Differential Cover Skid Plates protect factory differential covers and vital drive-line gears from on- and off-road hazards. MSRP: \$79
- Black Door-Entry Guards, featuring the Jeep brand logo, protect interior sills with a tough surface. MSRP: \$40/set
- Mopar-exclusive, two-tone Katzkin Leather seating with embroidered Jeep logo includes a heated-seat upgrade with three settings for optimal temperature control in both the front and rear. MSRP: Seating \$774; Heated Seat Kit \$291
- Heavy-duty Grab Handles strap directly to the overhead Sport Bar and feature easy-to-hold rubber grips and durable webbing. MSRP: \$33
- Mopar Slush Mats are custom designed with a unique tire-tread pattern and mud graphics that prevent water, snow and mud from damaging carpeted surfaces. MSRP: \$76
- The KICKER 10-inch subwoofer with a 200-watt amplifier, offers a dynamic improvement in sound quality and is uniquely integrated into the vehicle. MSRP: \$630

#### **"Moparized" CHRYSLER TOWN & COUNTRY**

- Head Restraint DVD System uses an innovative 7-inch DVD player that is integrated into both driver and front-passenger head restraints. MSRP: \$1,625
- Uconnect™ Web system provides high-speed WiFi and 3G cellular connectivity for a new level of wireless technology, transforming the vehicle into a mobile "hot spot" that provides instant access to Web sites, e-mail, personalized music, online gaming, photo albums and more. MSRP: \$499
- Molded Running Boards are Mopar's best-selling accessory for minivans. They provide easy in-and-out access with a step-height, skid-resistant surface. MSRP: \$556
- Stainless-steel Door-Sill Guards, featuring the vehicle logo help protect interior door sills from scratches. MSRP: \$85.30/set
- Heavy-duty Slush Mats match the interior color and protect the carpet in the minivan's first and second rows. Deep grooves prevent water, snow and mud from spilling on to the vehicle's carpet, while rubber-nibbed backings help keep mats in place. MSRP: \$101
- Rear Splash Guards provide excellent lower-body protection and add a dash of style by being custom-molded to the contours of the vehicle. MSRP: \$43.45

#### **Mopar Brand**

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep, Dodge Car and Ram Truck vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge Car and Ram Truck vehicles – a direct connection that no other aftermarket parts company can provide.

#### **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 MOtor 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.

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