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Mopar® to Offer Truck-load of Accessories for Ram Truck in 2011

Ram Tradesman and "Adventurer" Scream for Accessorization

- Mopar offers more than 300 accessories for Ram Trucks
- Ram customers typically spend more than $500 on Mopar accessories
- Ram pickups are Chrysler Group's second-most accessorized vehicle following Dodge Challenger

March 7, 2011, Auburn Hills, Mich. - From an $11.50 receiver hitch plug to a $1,335 one-piece fiberglass tonneau cover, Mopar® will offer a truck-load of accessories for Ram customers in 2011.

"With more than 300 accessories, Mopar makes it easy for Ram fans to Moparize their truck," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "And with the recent introduction of our value-priced Ram Tradesman and Adventurer, customers will have even more left over for customization."

Last year, Chrysler Group's Mopar brand nearly doubled accessory sales. This year, Mopar announced that it will expand its portfolio by 1,500 items and offer more than 9,000 accessories for Chrysler, Dodge, Fiat, Jeep® and Ram vehicles.

Ram Tradesman is a value-priced, HEMI®-powered Ram 1500 regular cab that will appeal to a cost-conscious, new-vehicle buyer who wants performance and capability. The truck is specifically built to meet the hard-working needs of small businesses, construction jobsites and commercial fleets. In addition to Ram Tradesman, Ram will also introduce a yet-to-be-named truck with the current code name of Adventurer. Adventurer will offer HEMI performance and a sporty appearance in order to attract younger customers and first-time buyers.

Ram Tradesman pricing starts at $22,780, which includes $975 for destination. Ram Adventurer will start at $23,830, which includes $975 for destination. Tradesman and Adventurer will go on sale in the second quarter of this year.

Following are select Mopar accessories available on Ram Tradesman and Adventurer:

Mopar Accessories for Ram Tradesman

Conventional-mount Diamond Plate Toolboxes: Durable aluminum toolbox features easy-access lid as well as protective seal coats, stainless steel hinges, and continuous body welds. Mounts permanently to conventional beds. Features self-aligning strikers once the lid is open or closed with heavy-duty gas springs and heavy-gauge weather stripping. (MSRP: $412, Part No. TBXTBS72AB)

Sliding Toolbox: Durable aluminum toolbox with easy-access lid, protective seal coat, stainless-steel hinges, locking handle, and continuous body welds. Available for conventional beds equipped with Pickup Box Utility Rails (sold separately). (MSRP: $557.00, Part No. 82211356)

Pickup Box Utility Rails: These anodized aluminum rails attach to the inside walls of the bed and feature adjustable cleats that slide along the rail system in order to secure cargo of various sizes. Designed for versatility, the rail system also accommodates the Sport Utility Bars (sold separately), Tool Box, and Bed Divider. (6' 4" Bed - MSRP: $323, Part No. 82211058, 8' Bed - MSRP: $368, Part No. 82211057)

Aluminum Ladder Rack: High-strength aluminum rack offers outstanding clearance for cargo bed items. 750-lb capacity. (MSRP: $669, Part No. TPATR376)

Steel Ladder Rack: Features raised side rails, impressive cargo bed clearance, 1,000-lb capacity. (MSRP: $979.00, Part No. TPSTR360)

Bedliners: Skid Resistor bedliner's ribbed construction helps keep cargo from shifting and facilitates drainage from bed. Liners are molded of a high-density polyethylene blend for added durability and include the Ram's head logo. Tailgate cover also included. (MSRP: $336, Part No. 82211318AC - 6' 4" bed / Part No. 82211321AC - 8' bed)

Spray-In Bedliners: Protects bed with standard material thickness of 3 mm on horizontal surfaces and 2 mm on vertical surfaces and helps minimize box noise, vibration and harshness issues. Material durability testing assures UV stability, chemical and abrasion resistance, and overall quality adhesion to truck surface. (MSRP: $450, Sales Code: XMF)

Bed Mats: Prevents dents and scratches to truck's bed floor and tailgate. Nylon-reinforced rubber mat removes easily for cleaning. (MSRP: $166, Part No. 82207422AB - 6' 4" bed /MSRP: $178, Part No. 82207423AB - 8' bed)

Bed Tie Downs: Easy to install, these Stake Pocket Hooks store flush and out of sight when not in use. Over-sized hooks are large enough to accept two tie-down hooks or straps. Available in bright or black finish. Sold in sets of 4. (MSRP: $72.40, Part No. 82211737 - black / MSRP: $83.10, Part No. 82211736 - stainless steel)

Heavy-duty Splash Guards: Constructed of ultra-thick rubber for maximum protection and style, splash guards are sold in pairs. Rear splash guards feature the Ram's head logo. (MSRP: $41.65, Part No. 82211266AB - front / Part No. 82211267AB - rear)

Bed Step: This retractable step mounts securely to provide a convenient intermediate platform to the truck bed, making it much easier to step up to the tailgate. The spring-loaded cam allows the step to be easily extended by stepping down on it, and it retracts with a slight push. (MSRP: $272, Part No. 82212091)

Tubular Side Steps: Heavy-duty premium steps are built to last and are available in bright anodized, powder-coated black or chrome plated to complement any exterior color. Side steps feature slip-resistant step pads for easy vehicle entry and exit. (MSRP: $336, Part No. 82212096AC - anodized / MSRP: $317, Part No. 82211499AE - black / MSRP: $476, Part No. 82211497AE - chrome)

Chromed Exhaust Tip: Gives Ram pickup a sporty, finished appearance. (MSRP: $103, Part No. 82207131AB)

Heavy-duty Tow Hooks: Black, forged steel, and super-tough, these hooks mount directly to the frame, giving Ram truck powerful towing capability. (MSRP: $145, Part No. 82210967)

Slush Mats: Mats feature deep grooves that help prevent water, snow, and mud from ruining carpet. Available in Dark Slate Gray or Bark Brown. (MSRP: $70, Part No. 82212387 - Dark Slate / Part No. 82212386 - Bark Brown)

Uconnect Web: Turns your truck into a WiFi hotspot. The ultimate portable office allows you to connect laptops, Toughbooks,™ smartphones while surfing the Web, managing your fleet, and checking your eMail. Now your truck can be connected at your job site at all times. No cell cards or software required. Subscription required; sold separately. (MSRP: $499, Part No. 82211856AB - Uconnect Router / MSRP: $383, Part No. 82211918 - 1-year subscription)

Mopar Electronic Vehicle Tracking System (EVTS): Mopar's industry-first Electronic Vehicle Tracking System (EVTS) works 24/7 with nationwide coverage to keep track of your vehicle. This GPS-enabled real-time tracking system includes a $1,000 Theft Protection Warranty and is transferable. Optional upgrade plans provide Emergency Service Dispatch and an OnCall™ on-board panic button. Features such as setting speed and distance parameters with text alerts, unlimited online tracking, and full concierge service are also offered. (MSRP: $459, Part No. 82212457)

Rear-view Mirror with Back-up Camera and BlueTooth® Handsfree Phone: Built-in 3.5-inch monitor sees view when in reverse. Add the Bluetooth enabled phone for hands-free calling. (MSRP: $399, Part No. 82212544)

Rear-view Camera: The rear-mounted camera includes a wiring kit that works in conjunction with RER or RBZ radio, effectively activating the rear-view camera capability already in your radio. (MSRP: $299, Part No. 82211184)

Remote Start: Start your vehicle with the touch of a button. The system operates seamlessly with vehicle's factory-installed electronic security system. (MSRP: $235, Part No. 82212424AB)

Mopar Accessories for Ram Adventurer

Bedliners: Skid Resistor bedliner's ribbed construction helps keep cargo from shifting and facilitates drainage from bed. Liners are molded of a high-density polyethylene blend for added durability. Tailgate cover also included. (MSRP: $336, Part No. 82211318AC - 6' 4"bed / Part No. 82211321AC - 8' bed)

Spray-In Bedliners: Protects the bed with standard material thickness of 3 mm on horizontal surfaces and 2 mm on vertical surfaces while minimizing box noise, vibration and harshness issues. Material durability testing assures UV stability, chemical and abrasion resistance, and overall quality adhesion to truck surface. (MSRP: $450, Sales Code: XMF)

Chromed Fuel Filler Door: Unique, one-piece design adds class and style to all Ram truck models. (MSRP: $137, Part No. 82211393)

Tubular Side Steps: Heavy-duty premium steps are built to last and are available in anodized bright, powder-coated black or chrome plated to complement any exterior color. Side steps feature slip-resistant step pads for easy vehicle entry and exit. (MSRP: $336, Part No. 82212096AC - anodized / MSRP: $317, Part No. 82211499AE - black / MSRP: $476, Part No. 82211497AE - chrome)

Cold-air Intake: This bolt-on system is designed to allow cool outside air through a directional cone filter, directly into the intake manifold. The system provides noticeable horsepower and torque gains. Kit includes all mounting hardware and a washable/reusable dry media filter. (MSRP: $466, Part No. 77070023)

Sport Performance Hood: For added show, this stamped aluminum dual-scooped hood replaces original hood and features molded bezels. Hood utilizes existing mounting hardware. (MSRP: $978, Part No. 82211065AD)

Sport Performance Hood Decal Kit: For long-lasting appeal, this Hood Decal Kit is constructed of fade- and weather-resistant vinyl. Carbon Fiber design gives your Ram truck a distinctive sport performance appearance. (MSRP: $166, Part No. 82211882AB)

Fiberglass Tonneau Cover: This hard body features a resin-reinforced honeycomb design for durability and a corrosion-resistant aluminum frame for added strength. Durable dual-wall construction includes an inner liner and an outer liner which help prevent cracks. The cover raises with the help of two gas-assisted dampers and features a built-in tailgate lock for added security. (MSRP: $1,335 - 6.4' Bed, Part No. varies based on vehicle color)

Tri-fold Tonneau Cover: This soft folding cover may be installed quickly and removed in seconds. The quick-release latches allow for fast operation. (MSRP: $651, Part No. 8221273AC - 6.4' bed / MSRP: $675, Part No. 82211274AC - 8.0' bed)

Bed Extender: Tubular aluminum bed extender attaches to the rear of the bed and pivots in and out for added storage and convenience. Flipped inward, it's a convenient divider to keep cargo from sliding to the front of the bed. Flipped outward, it extends the truck bed area of the tailgate. (MSRP: $272, Part No. 82207107)

Molded Splash Guards: Constructed of ultra-thick rubber for maximum protection and style, splash guards are sold in pairs and feature the Ram's head logo on the rear splash guards. (MSRP: $44.85, Part No. 82211227AB - front / Part No. 82211228 - Rear)

Door-sill Guards: Brushed stainless steel guards help protect interior sills from scratches. (MSRP: $115, Part No. 82212427)

Premium Carpet Floor Mats: Thick, durable and color- matched to your vehicle's interior for a strong, integrated appearance. Front mats feature a rubber-nibbed backing to keep them firmly in place and are custom-contoured for an exact fit. (MSRP: $68.90, Part No. 82211002 - Bark Brown / Part No. 82211003 - Dark Slate)

Bright Pedal Kit: Stainless steel pedal covers add plenty of bold brightwork to your footwell. Rubber on pedals provides contrast to the performance look as well as plenty of positive traction. No drilling required. (MSRP: $145, Part No. 82210957)

Uconnect Web: Turn your truck into a WiFi Hotspot. The ultimate portable office allows you to connect laptops, Toughbooks,™ smartphones while you surf the Web, manage your fleet, and check your eMail. Now your truck can be connected at your job site at all times. No cell cards or software required. Subscription required; sold separately. (MSRP: $499, Part No. 82211856AB - Uconnect Router / MSRP: $383, Part No. 82211918 - 1-year subscription)

Mopar Portable Navigation System: This Garmin nuvi® 1490T premium system packs a ton of features into a slim design with a 5-inch screen. The system includes lane assist with junction view, pre-loaded maps, pedestrian navigation options, traffic alerts, ecoRoute™ to calculate a more fuel-efficient route, integrated hands-free Bluetooth® wireless technology with a built-in microphone and speaker, integrated FM traffic receiver, and free lifetime traffic updates. (MSRP: $309.00, Part No. 82212211)

Remote Start: Start your vehicle with the touch of a button. The system operates seamlessly with your vehicle's factory-installed electronic security system. (MSRP: $235, Part No. 82212424AB)

Interface Module for IPod: The FM-bounded system lets you listen to music through your vehicle's audio system. iPod music file navigation is maintained by the iPod click wheel. (MSRP: $113, Part No. 82210848AB)

Mopar-First Features
Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

About Mopar Brand
Mopar is Chrysler Group LLC's service, parts and customer-care 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, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck 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**.**

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 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.

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