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Chrysler Group LLC Gives Sneak Peek Inside New Mopar '13

January 24, 2013, Auburn Hills, Mich. - Chrysler Group LLC released an interior image of its new Mopar '13 limited-edition vehicle, which will be shown at next month's Chicago Auto Show.

"This vehicle is the perfect canvas for personalization and customization," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "We couldn't wait to get our hands on it and give it the Mopar treatment."

The Mopar '13 limited-edition vehicle follows the Mopar '10 Dodge Challenger, Mopar '11 Dodge Charger and Mopar '12 Chrysler 300.

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 consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format and 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 a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- Brand-specific customer care telephone lines: first to offer Sunday service hours for customers
- 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. With the creation of the Chrysler Group and Fiat SpA partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat SpA, Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat SpA 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 75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for antifreeze product in 1937. 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. The brand has expanded to include technical service and customer support.

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