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Chrysler Group LLC Reveals Mopar-modified Show Vehicles at 2013 SEMA Show Mopar Flashes Creative Muscle

- 20 customized Chrysler Group LLC show vehicles on exhibit in 15,300 square-foot SEMA Show display
- Exhibit highlights hundreds of Mopar performance parts, and Jeep® Performance Parts from the Mopar Off-Road Division
- Ram Sun Chaser show vehicle features makeshift shower kit and “Flip-Up” seatback tailgate bench
- Jeep Cherokee Trail Carver carries a unique concept roof-rack basket design to store off-road gear
- Put a towel rack in your ride and store a wetsuit in a water-proof cargo organizer with the Fiat 500L Thalassa
- “Mobile garage” theme of Ram ProMaster makes it the perfect support vehicle for weekend racers
- Fiat 500L Adventurer takes new five-seater off the beaten path
- And even more Mopar magic applied to the Chrysler 300

November 5, 2013, Las Vegas - Chrysler Group LLC headed west with a Mopar-customized contingent of creations along for the ride.

At the 2013 Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nov. 5-8, 20 vehicles customized with existing Mopar parts and accessories, as well as concept products designed to elicit feedback, took the spotlight in the 15,300 square-foot Mopar display at the Las Vegas Convention Center. Mopar-modified vehicles from Chrysler, Jeep®, Dodge, Ram, SRT, and FIAT brands were prominent at the premier aftermarket event.

“The SEMA season is our favorite time of the year,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “Whether you want more power at the race track, more capability in the mud, or versatility cruising beaches, Mopar is the only authentic and quality-tested answer.”

The following are select Mopar-modified 2013 Chrysler Group SEMA display vehicles on exhibit at this year’s SEMA show:

Ram Sun Chaser

When Ram isn’t hard at work, it’s back to the beach with the Ram Sun Chaser show truck.

Vibrance Orange Blast, with two-tone Brilliant Black paint, color this Ram 1500 Quad Cab. A unique concept Mopar roof rack, dubbed the “surf rack,” and two adjustable support rails housed within the tracks of the truck’s bed accommodate a long surfboard. As an added bonus, hooks on the side of the rails can also carry up to four boards. To wash off salt water or seaweed, Ram Sun Chaser’s exclusive RamBox bed-side storage features a concept water tank equipped with a hose and a portable shower head, forming a makeshift shower kit that may be clipped on to the rack for a quick rinse. A bed step enables easy access to gear.

Surfers or paddle boarders can take a seat when taking off gear or waxing their board with the concept “Flip-Up” seat-back tailgate, which converts into a bench by folding back towards the cab of the truck. New concept 17 x 8-inch beadlock wheels with color-keyed rings, concept flares with exposed fasteners and modified black tubular side-step

rails fit the sand-dune-ready theme of the vehicle. Orange tow hooks, a satin badge and spray-on bedliner are also added by Mopar.

Inside, Katzkin leather seats feature stitching accented to match the Vibrance Orange Blast paint, as well as the dash, display bezels and door inserts. Sill guards and all-weather mats also accent the interior. Powered by a 5.7-liter HEMI[®] engine, the Ram hits the sand with a sport performance hood, a 2-inch performance lift kit and a Mopar cat-back exhaust.

Ram Dually CASE Work Truck

Working with a Ram 3500 regular cab powered by a diesel engine, the Ram Dually CASE Work Truck is finished in Case Construction Equipment "Power Tan" paint and showcases the utility of the Ram with a construction-industry theme that also calls out the Ram brand's ties to CASE CE and the FIAT industrial group.

The truck utilizes pickup box utility rails to securely transport oversize work equipment as well as "surf rack" style hoops to carry additional construction material or equipment. A unique split pullout bedliner slides out and morphs into a workbench and may be used to reach items located in the rear of the bed. The brawn of the Ram Dually is amplified with a Power Wagon hood and Case Construction Equipment graphics on the body.

Additional Mopar accessories utilized in the build include heavy-duty rear splash guards and power running boards. The interior color mirrors the exterior with orange-accent Katzkin seat and door trim. Mopar all-weather mats protect the floor.

Ram ProMaster

Using the ProMaster H2 (High Roof) as a starting point, the Ram ProMaster demonstrates its potential versatility as a mobile garage and a weekend race-support vehicle.

The exterior pledges its allegiance to Team Mopar, with white body paint dressed up with unique Mopar graphics, including the Mopar Performance logo in grey and a Mopar Blue stripe. The ProMaster leads the way to the racetrack, pulling a Fiat 500 race car and trailer with the assistance of a Mopar hitch receiver and trailer-tow wiring harness. Unique wheels transport the ProMaster, matching the paint and design of the race-car wheels. Heavy-duty splash guards at the front and rear protect the ProMaster, and a Mopar Design badge adds flair.

The spacious cargo compartment of the ProMaster carries critical elements needed to assist a racer during weekend battles at the strip or the circle track. PSE toolboxes, bins, spare tires and other vital race equipment fill the cargo area, which is customized with Mopar Blue accents to drive home the Mopar "rolling garage" interior theme. To brighten up the cargo compartment and help locate equipment, cargo-area lighting is utilized, and a rear-cargo liner helps protect the bed from wear and tear. The ProMaster is also upgraded with a power inverter, WiFi and the Electronic Vehicle Tracking System (EVTS).

Up front, the seats receive the Katzkin treatment, with frost leather on the main seat area, surrounded by Katzkin charcoal leather, and the Mopar Blue logo embroidered on the head rests. Mopar Blue stripes, like those on the exterior, accent the inside door sills.

Fiat 500L Adventurer

The Fiat 500L Adventurer illustrates the versatility of the new five-seater, with modifications that transform the vehicle and equip it with a tough, rugged appearance.

The exterior is enhanced with bright white body paint, two-tone accent wheel flares and rockers painted in Satin Black. Color is added with Vibrance Bright Orange on the roof, which totes Mopar roof rails and a large roof basket. The vehicle sits on 18 x 7.5-inch custom concept wheels embellished with FIAT logo center caps.

A custom 500L graphic augments door panels, with the L painted orange to match the roof. Orange mirror caps, tinted taillights, tinted chrome exhaust tips, molded splash guards, and a chrome FIAT logo ring further enhance the exterior styling.

The interior is upgraded with black perforated suede Katzkin seats and Katzkin pearl leather seatbacks. Matching orange accents are featured inside as well, with orange-painted bezels and orange accents surrounding the speaker grills and steering-wheel badge. The two-tone instrument panel is black with a white leather insert. A Mopar seat back coat hanger, all-weather mats, a pedal kit, door-sill guards and a cargo organizer are included from the Mopar catalog. A performance boost is achieved with a Mopar cold-air intake and Mopar cat-back exhaust.

Fiat 500L Thalassa

If the Fiat 500L Adventurer represents the “turf” in the FIAT presence at SEMA, the “surf” is served up by the Fiat 500L Thalassa, a variation on the Fiat 500 Beach Cruiser that was shown at the 2012 SEMA Show.

Proving that what Mopar develops as a concept one year can become a production part the next, the Fiat 500L Thalassa features new 18 x 8-inch “Beach Cruiser” wheels — a production version of the steel wheel introduced on the Fiat 500 Beach Cruiser last year. The wheels, decorated with chrome ring accents, are painted to match the Vibrance Bright Orange body color and carry FIAT retro-badged center caps.

On top, Mopar roof rails support a long roof basket — perfect for transporting a surfboard to the beach. The roof is covered in bright white, as are the mirror caps. A lowered ride height and smoked lenses and trim provide an aggressive, sleek appearance.

Inside, Mopar installed a unique towel-drying rack to fit in the rear compartment, with a unique water-protecting cargo organizer that houses wetsuits and a water jug for an impromptu street shower. Another original feature is wetsuit material integrated into the seat construction, along with Katzkin charcoal leather bolsters paired with Alcantara leather and dual Katzkin white leather stripes that run down the center of the seats.

Feeding off the Vibrance Bright Orange exterior, Katzkin orange accents further elevate the interior, including a Katzkin tangerine armrest, door panel inserts, dash bezel, and Katzkin tangerine stitching on the border of the front and rear seats, steering wheel and shifter boot. A classic FIAT badge on the steering wheel provides a retro touch. A pedal kit and sill guards complete the interior, with a Mopar cold-air intake and a Mopar cat-back exhaust enabling the beach vehicle to kick up a little more sand.

Jeep® Cherokee Trail Carver

Jeep Cherokee Trail Carver is for trail addicts seeking a vehicle with the capabilities to handle the rugged off-road while projecting a unique, customized and luxurious look on the streets.

Going to the next level of customization, the Mopar-modified Jeep Cherokee Trail Carver uses the Trailhawk 4x4 package powered by a 3.2-liter V-6 engine as a starting point. Its exterior is colored in Auburn Pearl paint, with low-gloss black and Granite Crystal with low-gloss clear touches.

Unique Jeep Cherokee Trailhawk hood and roof topographical graphics are bordered in Crush Orange, with matching orange tow hooks. Aggressive tires highlight the off-road flavor of the vehicle and rock rails protect this Jeep Cherokee from trail obstacles. The top of the modified Jeep Cherokee sports a Mopar concept roof basket design, with orange accent side panels wrapped in woven metallic fabric. A front wind deflector that includes the Mopar logo completes the design.

The inside is enhanced with Katzkin Amaretto leather seats, with colored leather on the center, ensuring a premium feel. Leather wrapping on the center console, storage door and armrest, and matching color stitching on the seats, offer even more appointments. The top and bottom of the steering wheel are leather, and painted trim provides highlights throughout the inside.

Other Mopar goodies include bright door-sill guards with the Jeep Cherokee logo, a wireless smartphone charger and WiFi. The Jeep Cargo Management Receiver System (JCMRS), a unique option that features a running bar along the left interior to which Mopar items may be mounted, is also utilized. The Mopar roadside emergency kit, Trailhawk bag and first-aid kit are mounted to the JCMRS. In the Jeep Performance Parts department, a Mopar cold-air intake and cat-back exhaust are put to work to achieve horsepower gains.

Jeep Wrangler Copper Crawler

The Jeep Wrangler — the most capable vehicle in the world — becomes even more versatile when combined with a healthy selection of Mopar parts and accessories. The Jeep Wrangler Copper Crawler, based off the two-door 2014 Jeep Wrangler, is geared up and ready to attack the trail on the outside, the inside and underhood.

The exterior is armed with a Mopar front bumper and rear bumper, lightweight Mopar rock rails, and lightweight 17-inch wheels with forged beadlocks and beauty rings. The copper color is contrasted with a Mopar black grille, Mopar Rubicon front and rear bumpers with aero end caps, black hood decal, black two-door hardtop, black tail lamp guard, and black fuel-filler door with a locking gas cap. Other Mopar items include a trailer hitch receiver with tow wiring kit, 9.5ti winch and synthetic winch line and Mopar rock rails including Rub Rail. The 17 x 8-inch forged, lightweight beadlock-capable wheels, with color-keyed copper rings, ride on mud terrain T/A KM35? tires and tire carrier.

The interior receives premium customization with Tuscany Katzkin leather seats, and all-weather slush mats, grab handles and black door-sill guards further enhance the inside. To be successful in off-road battle, the Jeep Wrangler Copper Crawler is modified with a 2-inch lift kit, Mopar 4:1 rock-trac transfer case and a Mopar cold-air intake.

2014 Dodge Challenger

Scat Package 1 achieves a significant horsepower boost through three modifications, including a Mopar cold-air intake to provide increased air-flow into the engine, Mopar cat-back exhaust to free up downstream airflow, and an all-new performance calibrated engine controller “optimized” to the 5.7-liter HEMI engine.

Scat Package 2 adds approximately double the horsepower bump and is geared towards the performance enthusiast looking for that competitive edge. In addition to a customized, optimized performance calibration feature tailored for Scat Package 2, a new Mopar performance camshaft works in conjunction with the components of the Scat Package 1 kit to take advantage of improved engine breathing and deliver that additional acceleration advantage.

Scat Package 3 takes aim squarely at the competitive enthusiast who is looking for extreme performance and ultimate bragging rights. Gains of more than three-times that of Scat Package 1 are realized with the customized, optimized performance calibration tailored for Scat Package 3, new Mopar performance CNC ported cylinder heads, Mopar performance camshaft and Mopar hi-flow headers.

Complementing the 2014 Dodge Challenger's ultimate performance is Mopar's plethora of stand-alone performance products, which assure a commanding presence. The chassis sits on 20-inch Classic II forged aluminum wheels finished in Hyperblack II with a polished lip. Complementing the Scat Package kits are additional performance upgrades, including an electronic and variable quick-dump side exhaust, front and rear strut bars and an adjustable suspension kit with a coil-over kit and stabilizer bar, which guarantees an experience to please all the driving senses. Additional features include a black concept hood and side valence, along with a black fuel filler door, black hood pins and sequential tail lamps.

The interior is truly unique, upgraded with Katzkin black performance leather seats and black performance leather door-panel inserts that carry the Dodge brand's stripes. The Dodge Challenger logo is embroidered in bright red on the front leather seats, and red stitching accents the seats, shifter boot and steering wheel. Dodge flat-bottom performance steering wheel and pistol grip shifter provide precision control of this ultimate performance Challenger. Subtle details continue with red seat-belt webbing and red carpet bindings, satin black and black chrome bezels, and gloss-black trim on the steering wheel, center stack, center console and door handles, giving this Challenger the customized looks to match its extreme performance attitude.

SCAT PACKAGE 1 5.7-liter

- **Optimized engine calibration – tailored to Scat Package 1**
- **Mopar cold air intake**
- **Mopar cat-back exhaust**
- **Scat Package 1 badge**

SCAT PACKAGE 2 5.7-liter

- **Adds:**
- **Optimized engine calibration – tailored to Scat Package 2**
- **Mopar performance camshaft**
- **“Scat Package 2” badge**

SCAT PACKAGE 3 5.7-liter

- **Adds:**
- **Optimized engine calibration – tailored to Scat Package 3**
- **Mopar performance ported and polished heads**
- **Mopar hi-flow performance headers**
- **Scat Package 3 badge**

2014 Dodge Charger

The Scat Package 1, Scat Package 2 and Scat Package 3 offerings for the Dodge Charger also mimic the Scat Package options for the 2014 Dodge Challenger, duplicating exactly the horsepower gains and lists of available modifications.

Similar to the Dodge Challenger, the 2014 Dodge Charger shown at SEMA is customized with Mopar products separate from the Scat Package kits. The Charger rests on 20 x 9-inch unique lightweight wheels, embellished with black Mopar center caps and a Hyperblack II finish. The body is amplified with a side valence, a unique new front splitter and Redline rear spoiler. A Scat Pack hard badge in the rear quarter window provides a visual key of ultimate bragging rights.

The interior feel of the 2014 Dodge Charger follows that of the Dodge Challenger displayed near it. It includes Katzkin black performance leather seats, black leather door panel inserts featuring red leather Dodge stripes and red accent stitching. Other unique touches include red seat-belt webbing, red carpet bindings, and red embroidered Dodge Charger logo in the front seats.

Adding to the customized look on the interior are gloss-black steering-wheel spokes and black chrome on the door handles, cluster rings, instrument panel bezels, center console trim, and steering-wheel center ring. Mopar provides further appeal to the Dodge Charger with added bright pedal kit, pistol-grip shifter, door-sill guards, and advanced technology with a wireless charging pad.

The Dodge Charger’s Scat Package kits are supplemented with front and rear strut bars, an adjustable suspension kit featuring a coil-over kit and stabilizer bar and an electronic variable quick-dump side exhaust, combining performance enhancements that will be sure to stimulate all the senses.

2014 Dodge Dart

Completing the Scat Package offerings for Dodge at SEMA is the 2014 Dodge Dart GT, powered by a 184 horsepower 2.4-liter Tigershark engine with six-speed manual transmission.

The Dodge Dart offering consists of three kits, with Scat Package 1 providing a shot in the arm of performance and handling improvements from Mopar through a cold-air intake, performance brake pads and a new short-throw shifter.

The next-level, Scat Package 2 amps up horsepower by providing Dodge Dart owners with a no-nonsense customized engine calibration to work in harmony with a Mopar cat-back exhaust.

At the top level, Scat Package 3 provides the ultimate package for those seeking optimal track times. Included is a Mopar big brake kit, including 13-inch vented rotors, four-piston front calipers and stainless steel lines to maintain optimum temperatures during extreme braking maneuvers. Also included is a performance suspension comprising of adjustable springs for ride height, adjustable dampening struts and front and rear sway bars.

Mopar modifications extend beyond the Scat Package kits with the dual vented functional aluminum hood, which captures cool air for the Mopar cold-air intake and exhausts hot air to achieve optimal operating temperature.

The aero package from the limited-edition Mopar '13 Dart is imported into the 2014 Dodge Dart, with Mopar side sills, chin splitter and rear diffuser, and a unique new three-piece decklid spoiler to boost downforce. A new exhaust dump with side exhaust helps the engine breathe, and the Dart rides on concept 19 x 8-inch lightweight gloss black wheels, accented with Mopar logo center caps.

As with the Dodge Challenger and Charger, Katzkin performance leather seats add a premium touch to Dodge Dart's interior. Door bolster inserts with a red border and red accent stitching on the seats, dash, armrest, wheel and shift boot are also found inside, along with red seat-belt webbing on the driver's side, red trim accents and premium floor mats with red piping. Black chrome graces the door pulls, HVAC bezels, and shifter cluster, while an array of Mopar accessories, including the bright-pedal kit, leather-wrapped shift knob, bright door-sill guards, molded cargo tray and wireless charging complete the interior.

SCAT PACKAGE 1 2.4-liter

- **Mopar cold-air intake**
- **Mopar short-throw shifter**
- **Mopar performance brakes, including slotted rotors and performance brake pads**

SCAT PACKAGE 2 2.4-liter

- **"Optimized" engine calibration (premium octane)**
- **Mopar cat-back exhaust**

SCAT PACKAGE 3 2.4-liter

- **Mopar big brake kit with stainless lines**
- **Performance suspension with adjustable springs and struts**
- **Upgraded performance front and rear sway bars**

2014 Chrysler 300S

The iconic and elegant Chrysler 300 is elevated even further to reach the ultimate in style and street cred with a variety of Mopar appointments utilized to create the 2014 Chrysler 300S for the SEMA Show.

Phantom black tri-coat colors the exterior, maintaining the elegance of the Chrysler 300S while adding a menacing edge. Fitting its gritty, big-city vibe, all bright chrome trim is replaced with bright and satin black. The front is reinforced by a 13-bar black "Gotham" grille surround, with a lowering kit dropping the 2014 Chrysler 300S closer to the streets. The wheels pull from the Chrysler 300C John Varvatos Limited Edition with 20 x 8-inch wheels finished in a Mopar bronze, accented with Mopar wheel center caps. A black SRT spoiler embellishes the tail and helps drive the rear towards the pavement when in motion, enabling the 300S to corner urban canyons with impressive agility.

Luxurious touches rule the interior, with seats and door bolster inserts wrapped in Katzkin "Bisque" leather. Leather seat backs are embossed with the "Imported From Detroit" logo, and matching Katzkin "Bisque" threads border the seats, door and console armrests. All bright trim is changed to Satin Black, and the Mopar Lite Bronze found on the wheels is also featured in the trim accents.

Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and FIAT SpA, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as FIAT 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 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.

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 customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. 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 interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTECH:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

More than 75 Years of Mopar

Mopar (a simple contraction of the words MOTO and PARTS) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former 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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