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## **Mopar Goes All-in With Fleet of Customized SEMA Show Rides**

- The 15,000-square-foot Mopar Specialty Equipment Market Association (SEMA) Show display will feature Chrysler, Jeep®, Dodge, Ram and FIAT brand vehicles personalized with Mopar products
- Hundreds of existing and prototype Mopar parts and accessories also will be showcased at the Las Vegas Convention Center
- Dodge brings a high-powered collection of concepts and production performance vehicles, including the Dodge Viper ACR Concept, Dodge Dart R/T Concept and Dodge Challenger T/A Concept, as well as the new 2015 Dodge Charger Scat Pack powered by the 6.4-liter 392 HEMI® and the 707-horsepower Charger SRT Hellcat and Challenger SRT Hellcat production vehicles
- Mopar products and camouflage design combine to form the ultimate mobile outdoor base camp in the Ram 2500 Outdoorsman
- Jeep® Renegade Riptide and Jeep Renegade Frostbite show how the newest addition to the Jeep brand can be customized to suit any lifestyle
- Chrysler 200S Mopar delivers a sophisticated mid-size sedan with just the right amount of performance attitude
- Fiat 500L Custom merges West Coast culture and Italian flair with an assist from a complement of Mopar products

October 24, 2014, Auburn Hills, Mich. - Mopar once again is gearing up to hit the Strip in full force at the 2014 Specialty Equipment Market Association (SEMA) Show in Las Vegas, Nov. 4–7, with a fleet of Mopar-modified vehicles and hundreds of existing and prototype Mopar products set to add sizzle at the world's premier automotive specialty products trade event.

The Mopar display is always a safe bet as a hot-spot stop for industry leaders at the mammoth gathering. Innovative Chrysler, Jeep®, Dodge, Ram and FIAT brand show vehicles, all reimagined with Mopar products, will fill the 15,345-square-foot exhibit space at the Las Vegas Convention Center and demonstrate how enthusiasts can sprinkle their own rides with a little Mopar magic by choosing from the brand's vast portfolio of parts.

“Each creation we dream up for SEMA represents an original, unique interpretation of how customers can personalize and transform their vehicles with an assist from Mopar products,” said Pietro Gorlier, President and CEO—Mopar Service, Parts and Customer Care. “Our modified SEMA rides prove that whether owners are seeking more power, performance and style for the street, extra capabilities to get the job done or the freedom to go off-road and beyond, Mopar has the products to help get them there.”

### **Dodge Challenger T/A Concept**

The Dodge Challenger T/A Concept is a Sublime Green example that the big gun in the Dodge brand's muscle-car arsenal hasn't forgotten its roots.

A modern interpretation of the legendary T/A package available in the 1970s for the Challenger, the Dodge Challenger T/A Concept draws on heritage-inspired cues but also calls on present-day performance modifications and new prototype products designed with an eye toward the future.

The Sublime Green paint is underscored by full-length matte black T/A graphics, flanking each side of the body, in keeping with the spirit of the original T/A. The matte black look carries over from the aggressive front fascia all the way to the rear deck-lid spoiler to provide an iconic, sinister appearance. The functional “Viper”-inspired center scoop hood with Mopar gloss black hood pins has been adapted to accommodate a Mopar induction system. Cooling air streams into the air box, chilling the incoming air to the 6.4-liter legendary 392 HEMI® engine via a hood scoop.

At the front of the Dodge Challenger T/A Concept, a Mopar matte black front splitter works in unison with the Mopar matte black gurney-lip deck-lid spoiler to provide additional downforce assist. Air Catcher headlamps on both the driver and passenger sides add a distinctive appearance with hidden LED lights creating a menacing glow, as well as working to provide a steady stream of cool air to the engine. Iconic heritage Challenger script T/A badges complement the front gloss black grille and rear deck-lid spoiler.

Underneath the extra wide 20-by-9.5-inch matte black lightweight forged aluminum wheels are Brembo six-piston calipers with two-piece slotted and vented rotors for ultimate handling and stopping performance. Rear and side exhaust tips are black ceramic-coated finish, and electronic cutouts offer the choice of a healthy rear exhaust stock sound or a louder, more robust side exhaust note.

The celebrated road-course racing reputation of the Challenger T/A package, best embodied by the legendary Sam Posey’s success in his No. 77 Dodge Challenger T/A, distinctly influences the interior feel of the Dodge Challenger T/A Concept.

The race-inspired design elements offer weight reductions paired with increased chassis rigidity enhancements. The high-performance flat bottom steering wheel boasts perforated leather and gloss black bezels. Race-inspired carbon fiber seats with safety harness pass-through and T/A embroidered logos are enhanced with bolsters and high grip cloth design for improved lateral support.

Rear seat delete with brushed aluminum closeout panels achieve additional weight reduction. A pistol grip shifter is another heritage-influenced touch, and the 180 mile per hour (mph) speedometer stands out with white face gauges and platinum metallic trim ring. Accents include gloss black trim ring bezels and door release handles. The rear roll-bar is designed for enhanced chassis rigidity.

#### **Dodge Charger R/T Mopar Concept**

The world’s only four-door muscle car is transformed with a healthy selection of Mopar parts and accessories, creating the Dodge Charger R/T Mopar Concept vehicle.

The current Charger’s update of old-school muscle is further fleshed out by plugging in unique new Mopar products, including a front splitter, as well as Mopar side sills and sill extensions that boost handling and aerodynamic characteristics. At the rear, a unique Mopar valance frames the exhaust tips. A unique Mopar one-piece rear spoiler rises high, resulting in more downforce and a more dynamic rear profile.

The gloss black bedecked roof plays off the TorRed exterior paint. Granite Chrystal low gloss colors the forged Mopar lightweight 20-by-9-inch wheels, a feature included on many 2014 Mopar SEMA vehicles, reinforcing the positioning of the lightweight rims as the company’s go-to performance wheel.

A Mopar cold air intake adds a jolt of horsepower to the 5.7-liter HEMI V-8 engine of the Dodge Charger R/T Mopar Concept. Additional Mopar performance mods include a coil over kit, front and rear sway bars and front and rear strut tower braces.

#### **Dodge Dart R/T Concept**

The Dodge Dart R/T Concept demonstrates that in addition to value and style, the 2015 Dodge Dart has loads of potential to deliver the goods for performance enthusiasts.

The Dodge Dart R/T Concept flexes its muscle with athletic and agile performance styling cues. A Mopar performance matte black aluminum hood provides a sinister, contrasting look to the “O-So-Orange” painted concept Dart. The

hood mounted duct feeds cool ambient air directly into the air box, while an air exhauster at the rear pulls hot air from the Dodge Dart R/T Concept's intercooled turbocharged engine.

An aggressive front fascia with an enlarged grille opening provides maximum airflow to the Dart's massive intercooler. New grille textures and LED fog lamp surround, along with select items from the Mopar Dart body kit (including a front chin splitter, side sill accents and rear fascia diffuser) amp up the car's attitude. In line with the more aggressive appearance, the back end boasts a unique three-piece spoiler, perched above prominent three-and-a-half inch exhaust tips.

Riding on 18-inch Mopar anodized black lightweight wheels, the power of the Dodge Dart R/T Concept is harnessed by a Mopar big brake kit, and handling is improved with an adjustable coil-over suspension. Like the hood, the roof and deck-lid have a matte black finish, creating a unique look that is poised to strike fear in the competition.

### **Dodge Viper ACR Concept**

It's difficult, but yes, you can improve the ultimate hand-built American exotic supercar. For a blueprint, look no further than the Dodge Viper ACR Concept.

Ready to strike at the track, the Dodge Viper ACR Concept sports an aggressive carbon fiber front splitter and a competition rear wing. Many development hours in the wind tunnel achieved balance between the wing and stanchions, as well as how these elements work in conjunction with the front splitter to maximize downforce. Carbon fiber dive planes on the front fascia and hood heat extractors flanking the front fenders pour on even more aero downforce and aggressive styling cues. All of these lightweight carbon fiber elements work in unison to strike the perfect balance of maximum downforce for tight cornering and high speed maneuvers on the track.

The Dodge Viper ACR Concept races on satin black lightweight 19-inch front and rear wheels, with massive 15.4-inch Carbon Ceramic two-piece rotors with Brembo six-piston brakes. Brakes are kept to optimal temperature levels through carbon fiber brake duct openings in the front fascia. Differential cooler ducts rearward of the side windows supply fresh cool air to the differential for optimal performance. The signature ACR-style white paint is highlighted by a gloss black center stripe, accompanied by an offset Adrenaline Red stripe that flows from tip to tail, encompassing the competition spoiler with accented stanchion and end cap. The iconic heritage ACR side sill badge and Stryker front nose badge signify that this Viper is certainly a force to be recognized.

The race-inspired interior of the Dodge Viper ACR concept puts an emphasis on weight reduction for superior performance with unique styling cues that express its racing thoroughbred pedigree. Only the bare necessities remain as radio amplifier, speakers, carpet and NVH treatments have been removed to take advantage of every ounce. Carbon fiber virtually fills the cabin as every possible bezel has been replaced with this space-age lightweight material. Alcantara suede-wrapped steering wheel, shifter and seats provide ample grip to fully exercise its modified race suspension with razor sharp agility through the most demanding turns. A Header Red stripe that adorns the 12 o'clock position of the steering wheel provides an emotional connection to the exterior through the Adrenaline Red body stripe. Header Red accents carry over from the unique "Stryker" steering wheel badge to the iconic heritage "ACR" instrument panel badge with carbon fiber inlay, and are harmoniously joined by full interior accent stitching.

### **Ram 2500 Outdoorsman**

For Ram owners who love to head into the wild, the Ram 2500 Outdoorsman elevates the capability of the heavy-duty pickup to the next level. Creating the perfect base camp, the Ram 2500 Outdoorsman is built to blend in with its surroundings with the help of Mopar products and unique camouflage design touches.

Inspired by the Ram brand's relationship with outdoors outfitter Mossy Oak®, the Ram 2500 Outdoorsman's unique "Swamp Thing Green" color is further disguised with distinct "camo" flourishes. A Mossy Oak Bottomland camouflage pattern design is smartly applied to the hood, roof and along the length of the lower body.

Three utility hoops used on past SEMA show vehicles as ladder or surfboard racks are reinvented as a camouflaged bed tent, providing shelter from nature's wrath or extra storage space for gear. Elements pulled from the popular Ram Sun Chaser 2013 SEMA show vehicle include a concept Mopar roof rack and the concept "Flip-Up" seatback tailgate, which converts into a two-seat bench by folding back toward the cab. The RamBox is loaded with Mopar

accessories, and a step-assist off the rear bumper helps to access the bed.

The Ram 2500 Outdoorsman sits on Mopar concept 17-inch, eight-lug bead lock wheels, which are capable of dealing with challenging terrain, especially when coupled with aggressive 35-by-12.50-inch R17 Mud-Terrain T/A KM2 BFGoodrich tires. Mopar's fender flares at the front and rear provide a muscular impression, and the Ram 2500 Outdoorsman can roll with anything thanks to a Mopar leveling kit and Bilstein shocks.

### **Ram ProMaster Hospitality Van**

For those seeking transportation that doubles as an office on wheels, the Ram ProMaster Hospitality Van is the perfect vehicle for business owners looking to upfit and customize their commercial fleet.

Modified specifically for the SEMA Show, the Ram ProMaster Hospitality Van is converted into a mobile lounge and equipped with refrigeration to serve refreshing, ice cold beverages from a large swing-open side panel.

To focus further on the van's inherent multipurpose utility, interior cabinets, counter displays and merchandise displays are installed in the cargo area of the vehicle boasting the most vertically oriented side walls of any entry in the cargo van category. This makes the Ram ProMaster Hospitality Van perfect for use as a display vehicle and distribution point for merchandise sales.

Low-gloss black graphics near the base of the Ram ProMaster Hospitality Van are contrasted with Mopar Blue graphics on top, while a Mopar logo proudly adorns the windshield.

### **Chrysler 200S Mopar**

Mopar has upgraded the production 200S model with parts and accessories from the Mopar portfolio of products showcasing how customers can tap into the Mopar Custom Shop to personalize their vehicle before they take delivery of their new car.

The simple elegance and extraordinary driving experience of the 200S model is amplified with the Chrysler 200S Mopar. With a Phantom Black Tri-coat exterior paint and a distinctive Ambassador Blue leather interior, the 200S Mopar immediately stands out. Adding to the standout appearance is the addition of a Mopar body kit, which includes a unique front splitter, side sills, rear side sill extensions and rear valance. The rear of the vehicle sports Mopar prototype quad exhaust tips. A coilover lowering kit and 19-inch wheels with a unique Mopar bronze finish round out the visual cues.

The Chrysler 200S Mopar isn't just visually different. It gets an added performance boost achieved through bolt-on Mopar performance parts, including Mopar cold-air intake, cat-back exhaust and a Mopar big brake kit that provides added stopping power.

Customers will be able to order a version of the Chrysler 200S Mopar show vehicle in the first half of 2015. Look for a Mopar body kit and Mopar wheels for the 200S to be available in the near future from the Mopar Custom Shop.

### **Fiat 500L Custom**

Combining West Coast culture with Italian design, the Fiat 500L Custom provides a unique mix of color and styling for both modernists and traditionalists. A two-tone color mix pairs red on the lower body with black on the upper half, creating a stark visual appearance.

Sticking to its sporty roots, the 500L Custom has been lowered and rides on Mopar prototype lightweight wheels. Up front, a functional Mopar splitter, also a prototype accessory, provides downforce and adds to the stylish look. The 500L Custom also is outfitted with a Mopar cat-back exhaust.

The red-and-black theme continues inside the Fiat 500L Custom, from the seats to the door panels, and from the dash to the instrument panel and gauge cluster. Mopar seat covers feature red Katzkin leather and black Alcantara suede, along with red stitching. The instrument panel is adorned in a matching body-color red. The steering wheel carries the red-and-black theme as well.

### **Fiat 500 Abarth Scorpion**

Performance is what brings the Fiat 500 Abarth Scorpion to life, providing an ideal canvas to showcase Abarth performance offerings for the production vehicle.

Forged lightweight Abarth wheels drive the Fiat 500 Abarth Scorpion, and a new Abarth cat-back exhaust system brings forth a deep, rumbling note from the sport coupe. The exterior color pattern follows the two-tone theme of the Fiat 500L Custom. A red-painted upper portion and white-trimmed lower half work together to accentuate the Abarth Scorpion logo, which is enlarged and appears as if it's crawling up the front fascia and hood.

Carbon mirror caps and accent-color fog lamp pockets are also part of the front exterior design package. Heading to the rear, a satin black rear valance houses the exhaust tips, and the rear tail lamps are modified with a smoky tint. The Fiat badges are accented in chrome trim with a satin finish.

Inside the 500 Abarth Scorpion, the same two-tone color split is present, with the Scorpion logo enlarged on the passenger side and Katzkin leather interior accented with color stitching and trim. Interior options for the 500 Abarth Scorpion are intended for future availability through the Mopar Custom Shop.

### **Jeep® Renegade Riptide**

The Jeep® Renegade Riptide calls out the customizable capabilities of the newest addition to the Jeep brand's lineup, with a beach-vehicle reimagining of the most capable small SUV.

Colored in Vibrance Grandeur Blue paint embellished with a Light Blue base, the Renegade Riptide's unique black painted wheels act as eye-catching contrast points. The Jeep Performance Parts logo, playfully tweaked to incorporate a surfer in action, is stamped on the rear body sides. Painted satin black accents adorn the front grille, mirror caps and select areas of the front fascia. Above, a surfboard rests on Mopar carrier racks.

The Vibrance Blue exterior also influences the Jeep Renegade Riptide interior. Blue trim enhances the instrument panels and side panels, and is set off with white accents throughout the interior, including on the Jeep logo area of the steering wheel. Front and rear seats and headrests will be dressed in black leather, while teak floor mats work to reinforce the "surf's-up" motif.

### **Jeep Renegade Frostbite**

The Jeep Renegade can be customized to suit any adventurous lifestyle, including those who feel the urge to hit the slopes when the first blast of wintry white stuff falls from the sky, as demonstrated by the Jeep Renegade Frostbite.

Reversing the color theme on the Jeep Renegade Riptide, the Frostbite is trimmed in white with blue accents on various exterior areas. Blue wheels with a white outline and a blue grille and mirror caps underline the overall color. The scheme continues inside the vehicle, with Katzkin pearl seats dressed in aqua blue. That same aqua blue hue also fills the perimeter around the doors, as well as the outline of the gearshift and vents.

Making the Jeep Renegade Frostbite a true ride for any winter wonderland is a Mopar ski/snowboard roof rack to help safely and securely transport cold-weather toys. The Frostbite also is equipped with a Jeep Performance Parts rock rail guard with stamped Jeep logo to defend against any rugged obstacles blocking the path to the ski lodge.

Adding additional visual elements, the Jeep Renegade Frostbite features unique hood and rear Jeep Performance Parts graphics, scheduled for future availability as Mopar accessories.

### **Jeep Wrangler MOJO**

The Jeep Wrangler MOJO (the "OJ" in the name stands for "Orange Jeep") is geared for the off-road enthusiast who seeks an even tougher vehicle with the functionality to tackle the most extreme trails. A Jeep Performance Parts 2-inch lift provides the clearance to traverse obstacles, with locking Dana 44 front and rear axles and a 4:1 Rock-Trac transfer case adding to Wrangler MOJO's rock-climbing capabilities. Wrangler MOJO's crawl ratio is 59:1. The vehicle's 3.6-liter V-6 engine is augmented with a cold air intake and low restriction exhaust system.

The Bright Orange exterior of Wrangler MOJO is defended by prototype Jeep Performance Parts “Shorty” bumpers and prototype flat-top fenders, with 37-inch BFGoodrich Mud Terrain tires wrapped around prototype beadlock wheels, accented with Mopar Bronze on the beadlock ring. The Mopar “Rubicon X” hood is ornamented by prototype topographical graphics, which contain bronze “mapping” accents that flow down to the side panels. Additional trail enhancements include a Jeep Performance Parts “Rubicon X” front bumper, an under-bumper skid plate and a prototype Jeep Performance Parts winch. Jeep Performance Parts rock rails are added to further protect Wrangler MOJO from boulders and rocks on extreme trails.

Prototype LED headlamps and fog lamps help make night trips on the trail easier, and front and rear prototype two-tone half-door kits and a soft top further add to the open-air fun and freedom all Wrangler vehicles offer. A Badge of Honor plate is added to show the trails Wrangler MOJO has mastered, and a prototype Jeep Performance Parts tire carrier gives support to the spare tire. The five Moab “Badge of Honor” badges also appear on Wrangler MOJO.

The purposeful interior of Wrangler MOJO is perfect for the off-roader not afraid of dust or mud. The two-tone instrument panel and console complement black Katzkin leather seat covers and provide for simple cleaning. With the carpet removed, rugged all-weather floor mats shield the interior, and a Mopar sunbonnet and roll bar pads are trimmed in a Driftwood sand color, matching Wrangler MOJO’s overall appearance. A Mopar lockable rear cargo tray keeps valuables safe.

### **Jeep Maximum Performance**

Jeep Wrangler Maximum Performance speaks to hard-core enthusiasts who spend every spare minute on the trail and seek the ultimate in power and capability so they can go where others cannot. Wrangler Maximum Performance is armed with new Jeep Performance Parts-exclusive push-button electric-locking Dana 60 axles at the front and rear, as well as 4.88 gearing and the 4:1 Rock-Trac transfer case to better hurdle any trail impediments. A prototype Jeep Performance Parts 4-inch lift kit also raises the vehicle. Wrangler Maximum Performance boasts a 70:1 crawl ratio.

On the exterior, a prototype Jeep Performance Parts “Stinger” front bumper can handle whatever the terrain dishes out, especially when paired with a front bumper skid plate, Jeep Performance Parts Rubicon rock rails and a prototype flattop fender kit. A Mopar black grille dresses up the front, which also is modified with a prototype Jeep Performance Parts winch and prototype LED lights mounted to the top of the vehicle to shine bright during nighttime off-road maneuvers. A prototype graphics package signifying the Moab landscape adorns the hood.

The Mopar Blue exterior is linked in appearance to the prototype eight-lug beadlock wheels by the Mopar Blue color on the beadlock ring. Wrangler Maximum Performance rides on 37-inch BFGoodrich Mud Terrain tires, with the sturdy hardtop covering full steel doors. The rear of the vehicle receives a prototype tire carrier and a 37-inch spare tire cover, featuring the Jeep Performance Parts logo. Wrangler Maximum Performance also sports the five Moab “Badge of Honor” badges.

Mopar Blue is also featured inside, highlighting the HVAC bezels and steering wheel accents. Katzkin leather seats with embroidered Jeep logos feature blue accent stitching, as does the leather armrest. The interior is further enhanced with satin trim on the instrument panel, shift knob and HVAC controls, while the steering wheel spokes and dash grab handles are underscored in black.

### **Jeep Cherokee Dakar**

The Jeep Cherokee Dakar is the most extreme Cherokee ever. The Silver Steel satin gloss exterior skin is strikingly set off with prototype Flame Red graphics that encircle the window and wrap around the black hood graphic. The Trailhawk 17-inch polished satin clear coat wheels feature two large Flame Red pockets, with the Cherokee nameplate also changed to a Flame Red hue.

Front-end features are enhanced by two prototype Flame Red inserts on the traditional Jeep seven-slot grille, as well as through a prototype lower fascia trim. Cherokee Dakar is fortified for off-road action, equipped with Jeep Performance Parts rock rails, an oil pan skid plate, front suspension skid plate, two-piece fuel tank and underbody skid plates.

Cherokee Dakar’s wheel openings have been modified in order to accommodate larger 33-inch BFGoodrich Mud

Terrain tires. The rough-and-ready look rises with a prototype Jeep Performance Parts lift kit, and additional suspension modifications help make it the most extreme Cherokee yet. Prototype wider fender flares with riveted bolts give a tougher appearance and also accommodate the wider track and larger tires. A prototype rear fascia allows for an even more aggressive departure angle and enhances the higher ride height. Cherokee Dakar's crawl ratio is 48:1, and estimated approach and departure angles are 32 and 39 degrees, respectively.

Inside, prototype Katzkin leather black seats with Machined Gunmetal inserts are heightened with Header Red stitching, which is also found on the steering wheel, armrest and shift boot. A Flame Red insert accents the entertainment center. Accessories showcased from the Mopar catalog include all-weather floor mats, bright door-sill guards with the Cherokee logo, a cargo tray for storage, and the JCMS with the Trailhawk bag, as well as a prototype Moab off-road bag.

## **Dodge production vehicles also on display at SEMA**

### **New 2015 Dodge Charger R/T Scat Pack**

Designed and engineered for the high-performance driving enthusiast, the new 2015 Dodge Charger R/T Scat Pack includes a 485 best-in-class horsepower 6.4-liter HEMI engine with an active performance exhaust and paddle-shifting TorqueFlite eight-speed automatic transmission – showcasing the segment's best combination of power, performance and technology. Track-proven hardware upgrades underneath its aggressive, heritage-inspired styling include red Brembo four-piston brakes, high-performance suspension, 3.09 rear-axle ratio, 20-by-9-inch wheels with Goodyear Eagle F1 performance tires, 180-mph speedometer, performance steering wheel, performance seats with "Scat Pack" embroidery, "Scat Pack" splash screen on startup and innovative Dodge Performance Pages with driver configurable vehicle settings, including steering feel, transmission response, plus stability, traction controls and launch controls.

### **New 2015 Dodge Charger SRT Hellcat**

Taking the performance sedan world by storm the new 2015 Dodge Charger SRT Hellcat features the supercharged 6.2-liter HEMI Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 204 miles per hour, National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on street tires, making it the quickest, fastest, most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America.

### **New 2015 Dodge Challenger SRT Hellcat**

America's most powerful muscle car ever — the 2015 Dodge Challenger SRT Hellcat – features the supercharged 6.2-liter HEMI Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque. Designed and engineered to be the most true-to-form muscle coupe on the market, the Challenger SRT Hellcat recently achieved an NHRA-certified 10.8 second quarter mile time on drag radials and can still get 22 miles per gallon on the highway. The Dodge Challenger SRT Hellcat has a top speed of 199 mph and is available with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$59,995.

## **Mopar Brand**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA 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](http://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

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