

## **Mopar and Dodge Continue Support of Racers with Contingency Programs in Multiple Sports Car Road Racing Series**

- Mopar and Dodge brands provide contingency programs for drivers of Dodge Viper entries competing in various classes across multiple sports car road racing series during the 2015 season
- Contingency prizes will be awarded for podium performances and championship achievements in the TUDOR United Sportscar Championship, Trans Am Series, Pirelli World Challenge Series, 2015 National Championship Runoffs, and NARRA events
- Sports car contingency program is an expansion of Mopar's long-time support of Sportsman racers in the National Hot Rod Association Drag Racing Series

March 8, 2015, Auburn Hills, Mich. - Mopar, Fiat Chrysler Automobile's (FCA) service, parts and customer-care brand, and the Dodge brand will provide multiple contingency programs across several sports car road racing series during the 2015 road racing season to reward racers loyal for their dedication and commitment to excellence. These contingency programs are in addition to those provided by Mopar for sportsman drag racers in the National Hot Rod Association (NHRA) Drag Racing Series.

"This joint contingency program showcases our recognition for the sports car drivers and teams whose efforts reflect our brands' high standard for performance and success," said Pietro Gorlier, President and CEO Mopar Brand Service, Parts and Customer Care, FCA - Global. "Both Mopar and Dodge have a long tradition of involvement in professional and amateur racing across various motorsports platforms and we continue to support the racers that embrace our quality performance products."

Mopar and Dodge will provide joint support for contingency programs in the International Motor Sports Association (IMSA) sanctioned TUDOR United Sportscar Championship, the Sports Car Club of America (SCCA) sanctioned Trans Am Series, Pirelli World Challenge Series and 2015 National Championship Runoffs, as well as the North American Road Racing Association (NARRA) USGT series.

### **IMSA TUDOR United Sportscar Championship**

Pro and amateur drivers at the wheel of a Dodge Viper GT3-R competing in the 11-race TUDOR United Sportscar Championship will receive contingency prize money in the GT Daytona (GTD) category for their podium performances.

Winners will collect a \$3,000 award, with second and third place rewarded with \$2,000 and \$1,000 respectively. A year-end bonus of \$10,000 will be presented to a championship winning Viper, with a second or third place overall class finish receiving \$5,000 and \$2,500 respectively for their season-long success.

### **SCCA Trans Am Series**

Dodge Viper ACR-X vehicles competing in the Trans Am 3 International Group (TA3i) class of the SCCA sanctioned 2015 Trans Am Series season will see their dedication and commitment to excellence rewarded at each of 12 events this season.

Dodge Viper drivers that earn a win, a second or third place finish will be awarded \$1,500, \$1,000 and \$500 respectively for their loyalty and podium performance. At season end, should a Dodge Viper driver win the class championship, finish second or third overall, an award of \$5,000, \$2,500 and \$1,250 respectively will be given to honor their success in representing the Mopar and Dodge brands.

### **SCCA Pirelli World Challenge**

Pro and amateur drivers competing in the SCCA sanctioned Pirelli World Championship in both the GT and GTA classes aboard their Dodge Viper GT3-R or Viper Competition Coupe will see contingency awards provided for their success in each of the 20 races (11 events) this season.

Race wins will be rewarded with a \$2,000 payout, while second and third place will collect \$1,000 and \$500 respectively for their strong finishes. A \$7,500 bonus will be awarded to the driver of a Dodge Viper that earns the championship title, with \$5,000 and \$2,500 respective contingency prizes being provided for a second or third place finish overall.

### **SCCA National Championship Runoffs**

The SCCA's Club Racing crown jewel event will see Mopar and Dodge provide prize money payouts to drivers of Dodge Viper entries in three eligible classes (GT1, GT2, T1) in competition at the National Championship Runoffs. Bonuses will see winners take home \$3,000, while second and third place efforts will be rewarded with \$2,000 and \$1,000 respectively.

### **NARRA**

Dodge Viper entries that compete in four eligible classes (GT-1, GT-2, GT-3, GT-U) during 13 USGT series races at seven 2015 North American Road Racing Association (NARRA) events will see race wins rewarded by Mopar and Dodge brands with a \$200 bonus, and a \$100 and \$50 award for second and third place finishes respectively. A national championship prize of \$2000 will be provided to the top finisher, with a \$1000 and \$500 respective contingency prize for second and third place standing in the points at the end of the season.

### **NHRA**

While Mopar has been involved in a variety of professional motorsports series over the last 50 years, it also continues to honour its roots by being a long-time supporter of sportsman drag racers in the National Hot Rod Association (NHRA) with a contingency program, as well as sponsorship of the HEMI® Challenge and Tom Hoover Sportsman Challenge.

Established in the 1960s and continuing through present day, Mopar's grassroots contingency program provides financial awards to reward racers who use and win with Mopar performance parts. Various established monetary prize awards are available in multiple classes for winning efforts and runner-up finishes by participants racing with Mopar valve covers, cylinder heads, intake manifolds, engine assemblies and Mopar Drag Pak vehicles.

In recent years, Mopar also established the Tom Hoover Sportsman Challenge to recognize an outstanding sportsman racer who accumulates the most points over a full season while competing in Stock or Super Stock Class racing. This award is named after legendary racer and engineer Tom Hoover, acknowledged as the father of the 426 Gen II HEMI engine. The annual winner receives a check for \$4,260, a custom trophy and a custom jacket. Since its renaming in 2013 in honor of the 50<sup>th</sup> anniversary of the HEMI engine, 24-year-old Texan Austin Williams has won the award in back-to-back season (2013-2014) aboard his Stock class 1972 Plymouth Duster.

In 2015, the Mopar HEMI Challenge will celebrate its 15<sup>th</sup> season of the ever-popular annual showcase that features 1968 HEMI Dodge Darts and Plymouth Barracudas, the classic muscle cars that contributed to the brand's legendary reputation and success at the drag strip, engaged in a quarter-mile battle. The HEMI challenge will once again be held as part of the prestigious U.S. Nationals held at Lucas Oil Raceway in Indianapolis, Indiana, on Labor Day weekend. Competitors vie for a \$15,000 first place award with cash prizes paid out to the top 16 qualifiers.

### **About Mopar Brand**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but it 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 over 150 markets around the world. With more than 50 parts distribution centers and 27 customer contact hubs globally, Mopar integrates 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 engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers 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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