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## **Jeep® Wrangler Earns Seventh Consecutive 'Hottest 4x4-SUV' SEMA Award, Dodge Charger Takes Inaugural 'Hottest Sedan' Honors**

- Popular vehicles for Mopar personalization earn pair of awards at 2016 Specialty Equipment Market Association (SEMA) Show in Las Vegas
- Jeep® Wrangler most Mopar-modified vehicle: 98 percent feature one Mopar accessory
- Dodge Charger also a hot choice for customization with nearly 150 Mopar parts and accessories available
- Mopar SEMA exhibit features modified Jeep Wrangler and Dodge Charger among 14 total Mopar-customized rides, hundreds of Mopar products

November 1, 2016, Las Vegas - The Mopar brand isn't alone in choosing the [Jeep® Wrangler](#) and [Dodge Charger](#) as perfect canvasses for customization. At the Specialty Equipment Market Association ([SEMA](#)) Show Awards Breakfast on Tuesday morning, Jeep Wrangler was recognized as "Hottest 4x4-SUV" on the trade show floor for the seventh consecutive year, while Dodge Charger took home inaugural honors as "Hottest Sedan."

[Pietro Gorlier](#), Head of Parts and Service (Mopar), FCA – Global, attended the breakfast to accept the two SEMA Awards. The brand's booth at SEMA features Mopar-modified Jeep Wrangler and Dodge Charger vehicles among a total of 14 customized Mopar rides and hundreds of Mopar products in the brand's 15,345-square-foot exhibit.

"The SEMA Show and SEMA members play a critical role in identifying the hottest trends and rides in the vehicle customization industry, which is why winning a SEMA Award represents an important recognition for our company," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. "Enthusiasts customize vehicles they love and feel passionate about, and we at Mopar are lucky to have such a great portfolio of vehicles within the FCA umbrella. FCA vehicles are the perfect canvas for our accessories and performance parts."

Jeep Wrangler is the most Mopar-modified vehicle, with nearly all Wrangler owners customizing their ride with at least one Mopar accessory or part. On average, U.S. customers spent more than \$850 in personalizing their Jeep Wrangler vehicle, up from \$700 the previous year. For the Dodge Charger, Mopar has nearly 150 accessories and performance parts available to personalize the world's only four-door muscle car.

Mopar has also established 11 Mopar Custom Shops in four different countries to enable owners to personalize all FCA US vehicles even before they are delivered.

"Jeep is one of the most accessory-friendly vehicles available, having won the SEMA Award as the 'Hottest 4x4-SUV' repeatedly," said SEMA President and CEO Chris Kersting. "Given the vehicle's versatility as a daily driver and for off-road use, it comes as no surprise that the Jeep remains so popular among the automotive community.

"The Dodge Charger is an iconic vehicle among muscle cars and is an example of how an already great vehicle can be made even greater through personalization and customization. There are hundreds of products available for consumers to enhance the performance and styling of their Dodge Chargers."

The SEMA Awards, launched in 2010, have become the SEMA Show's definitive OEM award, shining a light on the hottest vehicles that showcase and launch aftermarket parts. For more information on the SEMA Show, visit [www.SEMASHOW.com](http://www.SEMASHOW.com).

### **About Dodge and SRT Brands**

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is focusing on its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the mainstream performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2017 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centers and 7-inch customizable gauge clusters, to name a few. For the 2017 model year, the Dodge brand lineup features the 25th anniversary Viper, Durango, Grand Caravan, Journey, Charger and Challenger, including the new Charger Daytona and Challenger T/A, as well as the 707-horsepower Challenger SRT Hellcat, the most powerful and fastest muscle car ever and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

### **About Jeep Brand**

Built on 75 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Renegade, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

### **Mopar**

This year marks the 85th anniversary of Mopar.

A simple combination of the words MOTOtor and PARTs, Mopar offers exceptional service, parts and customer-care. Born in 1937 as the name of a line of antifreeze products, Mopar has evolved over nearly 85 years to represent both complete vehicle care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era with performance parts to enhance speed and handling for both on-road and racing use. Later, Mopar expanded to include technical service and customer support, and today integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on Mopar is available at [www.mopar.com](http://www.mopar.com). For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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