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## **Mopar at SEMA 2023: Rugged and Ready**

October 17, 2023, Auburn Hills, Mich. - It's a beast that leads the way as a daily workhorse and thrives as a weekend adventurer. Mopar has the full download at the 2023 Specialty Equipment Market Association (SEMA) Show, Oct. 31 - Nov. 3 in Las Vegas.

### **Mopar**

Mopar is the global name for Stellantis genuine parts and authentic accessories.

A simple combination of the words MOTO 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 more than 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) and the newly redesigned Mopar blog at [www.blog.mopar.com](http://www.blog.mopar.com). For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>