

## **Loud and clear: Mopar® Performance Parts Partners With Stillwater Designs To Develop Kicker® Audio System Upgrade Kits**

- Audio system upgrade kits are OEM-engineered to interface with factory-installed base or premium audio systems for Chrysler, Jeep® and Dodge vehicles
- Plug-and-play design provides in-a-snap installation
- Pumps up the bass and enhances sound clarity

May 7, 2007, Center Line, Mich. - Developed in cooperation with Stillwater Designs, Mopar® Performance Parts announced the availability of exclusive OEM-engineered Kicker® audio system upgrade kits for Chrysler, Jeep® and Dodge vehicles. Mopar is the Chrysler Group's original equipment parts manufacturer.

The Mopar/Kicker audio system upgrade kits – the highest-output system from an OEM – deliver enhanced clarity and add power, weight, realism, detail, depth and impact to the sound. The kits pack from 400 to 768 watts of pavement-pounding bass. Component enclosures provide cosmetic integration with the existing factory-installed base or premium vehicle audio system.

“This is cutting-edge OEM design innovation for a high-performance vehicle audio system,” said Chris Cortez, Senior Vice President – Global Service & Parts, Chrysler Group. “The upgrade kits allow our customers who crave great sound precision to customize their systems for when they hit the road. Our factory-engineered parts and accessories are designed to provide compatibility in function and fit.”

Each of the exclusive, three-stage upgrade packages is designed for plug-and-play installation. The kits also minimize sound distortion.

### **Stage One**

The stage one upgrade kit includes an amplified subwoofer allowing the driver and passengers to “feel the bass.”

### **Stage Two**

The stage two upgrade kit includes an amplified subwoofer and speaker replacement system featuring titanium tweeters that extend the system's frequency range. Special mid-range cone materials provide clarity to vocals for a more accurate sound quality.

### **Stage Three**

The stage three upgrade kit includes an amplified subwoofer, speaker replacement system and amplifier. The 32-bit digital signal processing amplifier adds power, equalization and surround sound for concert hall-like performance quality through eight-channels of amplified sound. Once installed, the system interface allows the amp settings to be identified and automatically adjusted for the vehicle. The tailored-to-fit DSP equalization enhances sound quality.

The Kicker stage audio upgrade kits from Mopar are available for purchase and installation at Chrysler, Jeep and Dodge dealerships across the country. Mopar/Kicker audio upgrades are covered under Mopar's 12-month/12,000-mile Limited Warranty. This warranty is serviced by Chrysler, Jeep and Dodge dealerships.

Upgrade kit pricing varies depending on vehicle year, make, model and factory-installed system in vehicle (base or premium).

Visit <http://www.mopar.com> for a full line of Mopar Performance Parts.

**About Kicker**

The brand leader in automotive aftermarket car audio products, Kicker Car Audio products are designed and manufactured by Stillwater, Okla.-based Stillwater Designs. Established in 1973, Kicker products are exported to 65 countries worldwide. In the US, Kicker products are sold at Circuit City, Crutchfield, Fry's Electronics, Brandsmart and 6th Ave. Electronics as well as through 1,000 independent dealers.

**70 Years of Mopar**

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Originally used in the 1920s, Mopar (a simple contraction of the words MOtor and PARts) was trademarked for a line of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s – the muscle car era. The 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.

Today, the Chrysler Group's Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components and accessories for Chrysler, Jeep and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to DaimlerChrysler engineering standards.

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