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## **Mopar® Ready to Accessorize All-new 2009 Dodge Ram**

### **Components Engineered to Enhance Image and Functionality**

January 12, 2008, Auburn Hills, Mich. - The all-new 2009 Dodge Ram's design takes Dodge's bold, powerful and capable attributes to a new level, and Mopar® has the accessories to support it all. Mopar offers Authentic Dodge Accessories for customers who want to customize, modify, restyle, personalize and organize their new Dodge Ram. With the increased demand for vehicle personalization and customization, Authentic Dodge Accessories from Mopar are available for interior and exterior appearance, comfort and convenience enhancements. Mopar accessories feature precise fit and are designed and engineered to meet all Chrysler original equipment corrosion protection specifications and durability standards.

"Our factory-engineered and manufactured Authentic Dodge accessories from Mopar are designed and performance- and safety-tested in order to provide compatibility in function, fit and finish," said Simon Boag, President – Mopar/Global Service and Parts, Chrysler LLC. Boag added, "Our customers may customize their Ram with Dodge accessories from Mopar to make a singular, personal statement to the world."

Following is a sampling of the many Mopar accessories that will be available for the all-new 2009 Dodge Ram:

- **Body Kit:** Gives the all-new 2009 Dodge Ram a sleek, powerful appearance by adding a front valance below the bumper, side sill accents beneath both doors and bed accents in front of rear wheels. Available for both Quad Cab® and Ram Crew 1500
- **Unique Hood:** For added show, this replacement aluminum hood features dual grille inserts and styling that pays due respect to Dodge heritage
- **Grille Guard:** This frame-mounted, forged, upright assembly has integrated tow hooks and formed crossbars
- **Unique 20-inch Wheels:** Available in both polished and chrome, these wheels are tested to production standards and won't pit, peel or blister
- **Chrome Tubular Side Steps:** These 5-inch steps feature black molded end caps, slip-resistant step pads and heavy-duty, drill-free mounting brackets. Also available in black
- **Decal Packages:** Whether it's sporty, off-road or performance, decal packages make the Ram reflect the personality of its owner
- **Trailer Tow Mirrors:** These mirrors feature convex spotter glass and are wider and configured for increased visibility when towing large objects. Mirrors are mounted on an arm extension that enables them to slide away from the vehicle for a better view. They also feature lighted turn signals and defrost functions
- **RamBox Cargo Management:** To support the industry-first RamBox, this convenient organizer consists of two horizontal dividers, three vertical dividers and a cargo net for each side to help compartmentalize contents of the RamBox
- **Lockable Interior Storage:** Adds a lock to the new in-floor storage bins to keep valuables out of sight and safe
- **Hard Tonneau Cover:** This hard cover features a resin-reinforced honeycomb design for durability and a corrosion-resistant aluminum frame for added strength. Durable dual-wall construction includes inner and outer liners to help prevent cracks. The cover raises with the help of two gas-assisted dampers and features a built-in tailgate lock for added security. Also available: Soft Tonneau Cover, Soft Tri-fold Tonneau Cover and Hard Folding Tonneau Cover
- **Pickup Box Utility Rails:** To make the most of the truck's bed, this sliding rail system accommodates Sport Utility Bars that lock into the lengthwise utility rails. Rather than stretch bungee cords to fixed points across the truck to tie something down, just slide adjustable cleats
- **Sport Utility Bars:** Built of heavy-duty silver anodized aluminum, these beefy bars feature T-slots that

allow for quick carrier installation. These bars attach to the pickup box utility rails and allow for bike carriers, ski carriers or cargo basket

- **Bed Liners:** Skid Resistor bedliners ribbed construction helps keep cargo from shifting and eases water drainage from bed. The liner is molded of a high-density polyethylene blend for added durability
- **Bed Mat & Rug:** Whether it's the nylon-reinforced rubber mat or foam-backed rug, these bed protectors help keep the Ram looking new
- **Bed Lighting:** These energy-efficient LED tubes mount easily to the underside of the left and right side of the bed rails, illuminating the bed to make loading and unloading easier in the dark
- **Tailgate Lock:** This easily-installed remote keyless lock keeps the contents of the bed secure while working with the existing key fob. Ideal for all tonneau cover applications
- **Chrome Fuel Door:** Uniquely sculpted one-piece design brightly complements every body color and replaces the existing fuel door with a seamless fit
- **Door Sill Guards:** Add a touch of brushed stainless steel style to the Ram while protecting interior sills from scratches. The Dodge logo is also featured on front sills
- **Appliques:** Adds a little extra personalization to the truck's interior. These Fusion Graphite/Black appliques adhere to door trim or center-stack bezel

## **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, which was called Mopar Performance Parts to enhance speed and handling for both road and racing use.

Today, Chrysler LLC'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 Chrysler engineering standards.

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