

Mopar® to Offer a Wide Variety of Accessories and Performance Parts for the All-new 2009 Dodge Challenger

March 18, 2008, New York - To meet the increased demand for vehicle customization, Mopar® will offer a wide variety of accessories and performance parts for interior and exterior appearance as well as power enhancements for the all-new 2009 Dodge Challenger. Mopar's accessories and performance parts feature precise fit and finish and are designed and engineered to meet all of Chrysler LLC's original equipment corrosion protection specifications and durability standards.

"Whether our customers want to transform the exterior or interior of their all-new 2009 Dodge Challenger or give it a horsepower kick, Mopar's Accessories and Performance Parts allow them to make a singular, personal statement to the world," said Simon Boag, President – Mopar/Global Service and Parts, Chrysler LLC.

Following are significant Mopar Accessories and Performance Parts for the all-new 2009 Dodge Challenger:

Authentic Dodge Accessories from Mopar

Exterior

- Ram air hood: Replacement aluminum hood features historically inspired scoop that pays respect to Dodge heritage
- Rear spoiler: Molded for strength, good looks and designed exclusively to match Dodge Challenger's sporty appearance
- 20-inch "heritage" wheel: Forged-aluminum five-spoke wheel with classic styling and polished bright clear coat
- 18-inch cast wheels: Five-spoke retro design with bright machined spokes and black-painted pockets
- Challenger graphics packages: Heritage-inspired designs constructed of production-quality material
- Deluxe splash guards (front and rear): Molded to Dodge Challenger's contours for a custom fit to provide excellent lower-body protection
- Rear park distance sensors: Sensor technology sends ultrasonic waves at 40,000 times-per-second to detect obstacles behind Dodge Challenger and alert driver to objects
- Vehicle cover: Constructed of premium material with custom fit for the vehicle's contour with double-stitched seams, includes convenient storage bag with Dodge Challenger logo

Interior and Electrical

- "T-grip" automatic shift handle: Molded for an ergonomic fit. Features bright chrome finish and Mopar logo
- Bright pedal kit (automatic transmission only): Finely crafted from polished stainless steel and designed to fit production pedals
- Custom center stack and console: Replacement appliqué finished in two unique colors — Inferno Red and Deep Water Blue
- Door sill kit: Adds a touch of brushed stainless steel while protecting interior sills from scratches. Embossed with Dodge Challenger logo
- Premium floor mats: Constructed from 24-ounce luxury carpet and color coordinated to Dodge Challenger's interior — features a stitched Dodge Challenger logo
- KICKER® audio upgrades: Exclusive audio upgrades from the world's premier high-performance car audio manufacturer
- iPod integration kit: Allows iPod integration with the vehicle's audio system
- Garmin Nuvi Portable Navigation System: Helps identify the best route using the industry leader's portable navigation system
- Premium trunk mat: Constructed from 24-ounce luxury carpet and matches the trunk floor profile.

Features stitched Dodge Challenger logo

Mopar Performance Parts

- Functional ram air-intake system: Creates ram air effect at speeds of 40-plus miles-per-hour by integrating Mopar hood and Mopar cold-air intake system
- Cold-air intake system: Provides noticeable horsepower and torque gains by routing cool air through a directional cone filter into intake manifold
- Low-restriction air filter: Direct replacement for the factory-installed filter. Offers high-flow/low-restriction to improve throttle response, filtration and horsepower
- Rear-exit/low-restriction Cat-back Exhaust System: Features reflective sound cancellation (RSC) no-drone technology, 2.75-inch, 304-liter stainless steel mandrel bent tubing, stainless clamps and polished 4-inch pro-series exhaust
- Long-tube exhaust headers (automatic transmission only): Add estimated 14–17 horsepower gain
- Coil-over suspension kit: Allows up to 1.625-inch ride-height drop
- Stage I performance springs: Reduce ride height 1-inch for that low, custom look. For owners who desire a sporty yet comfortable ride
- Strut tower brace: Reduces body flex in the front end. Improves handling and drivability
- Forged crankshaft for 5.7-liter HEMI® and 6.1-liter HEMI: High-strength premium quality 4104 forged-steel crankshafts deliver outstanding performance gains
- 5.7-liter HEMI and 6.1-liter HEMI street camshafts: Designed, developed, dyno- and track-tested for increased power and rpm
- CNC-ported 5.7-liter HEMI and 6.1-liter HEMI cylinder heads: Bolt-on cylinder heads designed to optimize flow while maintaining optimum port velocity
- Performance gauges: Utilize reverse lighting technology to radiate intense, blue LED through the dial. Provides at-a-glance readings day or night

Seventy 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.

Mopar (a simple contraction of the words MOTO 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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