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## **Mopar® Gives Hemi®-powered Dodge Challenger Buyers Powerful Boost to Customize Their Rides**

\$2,000 in "Mopar Bucks" Good Toward the Purchase of Select Mopar® Performance Parts, Accessories or Customer-care Packages

- Customer may use "Mopar Bucks" to buy Dodge Challenger's new factory-installed Mopar Appearance Packages, which include the unique body-color T/A hood with scoop, body-color rear "Go-Wing" spoiler, strobe-stripe performance graphics, T-shifter handle and more
- Other available Mopar quality-tested Dodge Challenger performance parts include coil-over suspension kits, cat-back dual-exhaust systems and performance shifter kits
- Exclusive Dodge Challenger Customer-care Packages offer 3-year/36,000-mile comprehensive coverage, including lube and oil filter changes, scheduled and recommended maintenance, towing and roadside assistance, car rental allowance and \$1,000 trip-interruption coverage
- Offer good through April 30, 2010, for the retail purchase of every brand-new 2010 Dodge Challenger R/T, R/T Classic or SRT8® model

March 10, 2010, Auburn Hills, Mich. - Expanding the collaboration between two legendary performance brands, Mopar® is offering customers \$2,000 in "Mopar Bucks," which they may use to buy select performance parts, service contracts and accessories when they purchase a new 2010 Dodge Challenger R/T, R/T Classic or SRT8® muscle car.

"Dodge Challenger is one of our most accessorized vehicles," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "With this program, Mopar and Dodge are putting \$2,000 in our customers' pockets and giving them the chance to accessorize their vehicle. The 'Mopar Bucks' program is a great example of how Mopar can add value to our brands and the customer ownership experience."

In addition to the 2010 Dodge Challenger R/T, R/T Classic and SRT8's modern muscle-car characteristics - unmistakable design, world-class handling, powerful HEMI® V-8 engines and innovative technology - Mopar offers a complete lineup of performance parts, service parts and accessories to get every Dodge Challenger enthusiast revved up.

Just in time for springtime cruising, new 2010 Dodge Challenger customers may use their \$2,000 "Mopar Bucks" toward several of the following popular Mopar performance parts, accessories and services:

### **Mopar's Appearance Packages for the Dodge Challenger**

Mopar's new exterior appearance package is now available as a factory production option. The exterior package includes a unique body-color hood with scoop, body-color rear "Go-Wing" spoiler and strobe stripe performance graphics.

An interior appearance package also is available and includes a Mopar-branded T-handle shifter, bright pedal kit (automatic only), bright door-sill guards, premium carpet floor mats and a full-vehicle cover to protect this prized possession.

"One of the joys of owning the iconic Dodge Challenger muscle car is the ability to take an already head-turning design and create a highly customized and personalized ride, thanks to Mopar's exclusive collection of quality-tested performance parts and accessories," said Ralph Gilles, President and Chief Executive Officer, Dodge Car Brand and

Senior Vice President - Product Design, Chrysler Group LLC. "Dodge Car Brand designers and engineers worked closely with the legendary in-house Mopar performance brand to further enhance the appearance of Dodge's modern-day muscle machine, while effectively communicating the vehicle's world-class handling, performance and cutting-edge technology."

The Manufacturer's Suggested Retail Price (MSRP) for the exterior package is \$1,995. The MSRP for the interior package is \$945 for the automatic transmission and \$780 for the manual transmission. Both options are available on R/T models in the following colors: TorRed, Bright Silver Metallic, Brilliant Black Crystal and Bright White.

#### **Quality-proven Dodge Challenger Performance Parts and Accessories**

Customers also may choose from a variety of performance parts and accessories. Unlike any other automotive aftermarket company, Mopar parts and accessories are specifically designed, engineered and quality-tested to further enhance the appearance and performance of Dodge Challenger. Performance accessories include rear deck-lid spoiler (MSRP \$316), decal kits (MSRP starting at \$182), cat-back exhaust systems (MSRP starting at \$1,190), classic Mopar T/A hood (MSRP \$1,275) and more.

#### **All-inclusive benefits with Mopar's Dodge Challenger Customer-care Packages**

Providing customers' peace of mind at an affordable price, the exclusive Dodge Challenger Customer-care Packages include scheduled and recommended maintenance, lube and oil filter changes, towing and roadside assistance, car rental allowance and \$1,000 trip-interruption coverage for 3 years or 36,000 miles. MSRP for the Dodge Challenger R/T and R/T Classic Customer-care Package is \$825, and high-performance Challenger SRT8 Customer-care Package \$1,005.

#### **Mopar Brand**

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Jeep, Dodge Car and Ram vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge Car and Ram vehicles - a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at [www.mopar.com](http://www.mopar.com)

#### **More than 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.

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for a line of antifreeze products in 1937. It also was 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.

#### **About the 2010 Dodge Challenger**

The 2010 Dodge Challenger merges the best American muscle-car characteristics - unmistakable design, world-class handling, powerful engines and technology - to delight driving enthusiasts across several generations. The Dodge Challenger is produced on the company's proven rear-wheel-drive platform to accommodate five passengers with best-in-class rear head and leg room, along with best-in-class cargo space equal to the Dodge Charger.

With three models of head-turning styling, two legendary HEMI V-8 engine choices, up to 25 EPA estimated highway miles per gallon, more than 25 safety and security features and modern amenities, including Media Center™ 730N with voice-activated navigation system and real-time traffic available, it's no surprise Dodge Challenger was awarded J.D. Power and Associates "Most Appealing Midsize Sporty Car" in its 2009 APEAL Study.

#### **About Dodge**

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles for the 2009 model year: the all-new 2009 Dodge Journey, the brand's first crossover vehicle and the 2009 Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983

and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with an EPA estimated unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go<sup>®</sup> and Swivel 'n Go<sup>®</sup> seating and storage systems. The 2010 Dodge Avenger, with ESC, also earned the 2009 Top Safety Pick rating from the IIHS.

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