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Jeep® Showcases “Moparized” Wrangler Unlimited at 2009 International Motorshow (IAA) in Frankfurt

- Mopar outfits Jeep Wrangler Unlimited
- Jeep Wrangler Unlimited, the brand's four-door icon, features class-leading off-road capability and everyday practicality
- Jeep Wrangler owners spend approximately \$325 on Mopar parts and accessories for their vehicles
- Complete list of accessories and performance parts at www.mopar.com

September 14, 2009, Frankfurt, Germany -

Approximately 40 percent of Jeep® Wrangler customers who order exterior accent packages will purchase chrome to customize their vehicle. A Mopar-outfitted 2010 Jeep Wrangler Unlimited, on display this week at the Frankfurt Motor Show, showcases a new line of chromed parts and accessories from the minds of Mopar.

Chromed Appearance

The “Moparized” Jeep Wrangler Unlimited features chromed mirror covers and brushed stainless steel door sills--popular accents that hold true to the appearance theme. At the rear of the Mopar-outfitted Jeep Wrangler Unlimited, a chromed fuel-filler cap and an upgraded chromed exhaust tip sparkle even in the worst weather and off-road conditions. In addition, tubular side steps double as easy entry points. Further, Mopar's 18-inch chromed aluminum wheels are added to enhance the appearance. Finishing off the iconic Jeep Wrangler Unlimited, the historical seven-slot grille is upgraded to a chromed grill.

Ultimate Capability, Performance Parts from Mopar

In addition to chromed accents, Mopar offers a vast selection of parts and accessories to further enhance the capability and performance of Jeep Wrangler. These parts and accessories include lift kits, upgraded axles, rock protection, cold-air intake kits and cat-back exhaust systems.

Whether it's chromed accents or lift kits, new Jeep Wrangler customers spend approximately \$325 on Mopar parts and accessories in order to customize their new vehicle. To meet the demand of customer individuality, these parts and a variety of others may be ordered and installed at the dealership. They may also be installed at the factory.

“Right after Ram Truck, Jeep Wrangler is our most accessorized vehicle,” said Pietro Gorlier, President and Chief Executive Officer – Mopar Service, Parts and Customer Care. “From chromed parts to axle kits, we offer our Jeep Wrangler owners hundreds of parts and accessories from which to choose.”

Frankfurt "Moparized" Jeep Wrangler Unlimited

Part#	Item	Manufacturers Suggested Retail Price
82210469	Chromed Mirror Covers	\$121
82210558AC	Chromed Front Grille	\$327
82210564AC	Chromed Tubular Side Steps	\$583
82210268	Chromed Taillamp Guards	\$183
82208439AB	Chromed Exhaust Tip	\$54.40
82210608	Chromed Fuel Filler Cap	\$165
82210142	Brushed Stainless Steel Door Sills	\$111
82210001	18-inch Chromed Aluminum Wheel	\$411

Jeep Wrangler Unlimited

Jeep Wrangler Unlimited offers class-leading off-road capability with everyday practicality. Wrangler Unlimited is a one-of-a-kind, four-door open-air design with room for five adult passengers and the most cargo space ever offered in a Wrangler.

Mopar Brand

Mopar distributes more than 280,000 components in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep and Dodge vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep and Dodge vehicles – a direct connection that no other aftermarket parts company can provide.

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 MOTO 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 1960's – 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.

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