

## **Chrysler Group LLC to Showcase Moparized Vehicles in Los Angeles; Company Will Also Demo Industry-first Owner-information Apps and Electronic Vehicle Tracking System (EVTS)**

Mopar® Puts Four on the Floor at L.A. Auto Show

November 11, 2010, Auburn Hills, Mich. - Mopar® will be on display in L.A.

Chrysler Group LLC will feature four Moparized vehicles at the upcoming Los Angeles Auto Show, which takes place Nov. 19 - 28 at the Los Angeles Convention Center. Mopar-modified vehicles on display will include Ram 1500, Chrysler Town & Country, Jeep® Wrangler Sahara and the Mopar '10 Challenger. In addition, Mopar will demo

industry-first features including owner-information mobile phone apps and its new Electronic Vehicle Tracking System (EVTS).

"Our mission at Mopar is to add value to each one of our brands," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "By offering exceptional customer service and proven, quality-tested parts and accessories, we will continue to enhance the customer experience with our brands and vehicles. Mopar now offers more than 20,000 accessories for Chrysler, Dodge, Jeep and Ram vehicles. And when our new Fiat 500 arrives, we will offer even more."

In addition to accessories, Mopar continues to introduce innovative features and service initiatives.

Just last month, the brand launched its industry-first Electronic Vehicle Tracking System (EVTS), an ideal device for fleet owners or concerned parents. If someone drives a vehicle too far or too fast, the system will send the owner a text. And unlike any other vehicle-tracking system, Mopar EVTS offers nationwide tracking without a subscription.

From a service standpoint, Mopar recently expanded its industry-first owner-information mobile phone apps to include 2011 Ram 1500/2500/3500 pickup trucks along with the all-new 2011 Jeep Grand Cherokee. Information that used to be stuffed into the glove box is now available free-of-charge on customer smartphones.

### **Moparized Vehicles**

Following are four Moparized Chrysler Group vehicles that will be on display at the Los Angeles Auto Show:

#### **Ram Sport Crew 4x4**

The Ram Truck Brand continues to raise the bar with the Ram 1500. With its bold exterior design, refined interior, engineering excellence, superb innovation and best-in-class features, amenities and ride quality, the Ram 1500 is a game changer in terms of its ability to "outsmart" and "out-tough" the competition.

This Moparized Ram features more than 25 accessories:

- Body Kit, part number 82211367, MSRP: \$980
- Mopar Unique Hood, part number 82211065AD, MSRP: \$978
- Chrome Fuel Filler Door, part number 82211393, MSRP: \$137
- Trailer Tow Mirrors, part number 82210941, MSRP: \$450
- 20-inch chrome wheel, part number 82211198 (4), MSRP: \$507
- Tri-fold Tonneau Cover, part number 82211272AC, MSRP: \$619
- Door Sill Guards, part number 82210951, MSRP: \$184
- Heated Seats, part number 82210896AB, MSRP: \$301
- Bed Rug, part number 82211067, MSRP: \$396
- Cargo Bed Lighting, part number 82210928, MSRP: \$227
- Premium Floor Mats (front), part number 82211623AB, MSRP: \$69
- Premium Floor Mats (rear), part number 82211008AB, MSRP: \$69
- Carbon Fiber Design Hood Decal, part number 82211882AB, MSRP: \$166
- Chrome Honeycomb Grille Insert, part number 82211742AB, MSRP: \$196

- Head Restraint DVD System, part number 82211829AB, MSRP: \$1,625
- Katzkin Seats, part number LTHROCS2TU, MSRP: \$1,124
- uConnect Web, part number 82211856AB, MSRP: \$499
- Hitch Cover, part number 82208455, MSRP: \$12
- Locking Gas Cap, part number 05278655AB, MSRP: \$22
- Spare Tire Lock, part number 82209133, MSRP: \$45
- Cold Air Intake, part number 77070023, MSRP: \$466
- Cat Back Exhaust, part number P5155280, MSRP: \$1,135
- Lift Kit, part number P5155258, MSRP: \$3,129
- Kicker 200-watt Subwoofer, part number 77KICK44, MSRP: \$599
- Kicker Instrument Panel, Door Speakers, part number 77KICK42, MSRP: \$179
- Kicker Rear Speakers, part number 77KICK29, MSRP: \$115
- Kicker 480-watt Amplifier, part number 77KICK45, MSRP: \$379

### **Chrysler Town & Country**

Chrysler created the minivan category more than 25 years ago and continues to lead the segment with innovative minivan-first features. This Moparized family room on wheels features the following accessories:

- Running Boards, part number 82211491AE, MSRP: \$574
- Hitch Receiver, part number 82210155AC, MSRP: \$334
- Bike Carrier, part number TH912RWY, MSRP: \$192
- Kayak Carrier, part number TC883KAY, MSRP: \$157

### **2011 Wrangler Sahara Mopar Edition**

Take the iconic Jeep Wrangler, bolt on a bushel of Mopar parts and accessories, and you've got an extreme Moparized off-road machine: the 2011 Wrangler Sahara Mopar Edition.

The Mopar lift augments off-road travel performance for the 2011 Jeep Wrangler Sahara and allows for 35-inch all-terrain tires that can handle whatever the trail dishes out, mounted on sturdy AEV wheels. Further defending the vehicle from the onslaught of the off-road are steel front and rear bumpers. The front bumper includes integrated fog lights to improve visibility in inclement weather; the AEV-designed rear bumper features a tire carrier.

The Mopar/AEV hood provides the proper protection from the debris of the off-road, with a Warn winch at the ready in case of an emergency. The 2011 Jeep Wrangler Sahara can't be missed on the trail with a hardtop and flares that match its fire-red exterior color.

### **Mopar '10**

For the first time in its history, Chrysler Group LLC has launched a special-edition Mopar version of one of its vehicles.

Mopar and Dodge collaborated to create Mopar '10, a Mopar-modified 2010 Dodge Challenger R/T. Under-the-hood features include the legendary 5.7-liter HEMI<sup>®</sup> V-8 engine, a hood-venting system, a cold-air intake, a front strut tower brace with shock caps, and a unique engine cover. Under the decklid is a rear strut-tower brace that stiffens the chassis and improves handling characteristics of the car.

Mopar '10 is available in Brilliant Black with a choice of three accent colors: Mopar Blue, Red or Silver. Accent colors will appear on side stripes as well as in the stitching on the steering wheel and seats. Exterior features include 20-inch forged heritage gloss-black wheels, black-chromed grille surround, and a functional, vented T/A-style hood with vintage hood pins. Mopar logos and graphics are prominent on the front fascia, hood, hood-pin caps, body-side stripes, windows and on the chromed fuel door. A special Mopar '10 cover also comes with the vehicle.

Interior features include Katzkin leather seating, custom leather-wrapped steering wheel with baseball-style stitching, Mopar shift handles (T-handle for automatics, pistol grip for manuals), a serialized dash plaque with a Mopar '10 logo, and Mopar branding throughout.

The U.S. Manufacturer's Suggested Retail Price (MSRP) for Mopar '10 is \$38,000 for an automatic transmission and \$39,000 for a manual transmission. Both prices include \$750 for destination.

### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to market with innovative new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care 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, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck 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.

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