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Good Vibrations: Mopar Fuels Performance with New Shaker Hood Kit for Dodge Challenger

- Mopar Challenger Shaker Hood Kit now is available at dealerships or on Mopar.com for a U.S. Manufacturer's Suggested Retail Price (MSRP) of $2,660
- The Mopar Challenger Shaker Hood Kit is fully functional and provides performance gains
- Designed for ease of assembly, the bolt-on Mopar Challenger Shaker Hood Kit requires no drilling or fabrication
- Shaker Induction and a Shaker Hood are included in the kit, which features components made and assembled solely in the United States
- Engineered to factory-authorized vehicle specifications, the Mopar Challenger Shaker Hood Kit meets Original Equipment Manufacturer (OEM) standards and is designed to handle the most extreme environmental conditions
- Dodge Scat Pack performance stage kits can be used in conjunction with the Challenger Shaker Hood Kit

July 22, 2014, Auburn Hills, Mich. - Mopar is supplying enthusiasts with all the tools they need to administer a jolt of performance and a dash of vintage styling to an already iconic modern-day muscle car, the Dodge Challenger. The new, bolt-on, two-part Mopar Challenger Shaker Hood Kit stirs up the status quo, achieving performance gains while pairing Original Equipment Manufacturer (OEM) quality with easy assembly that requires no drilling or fabrication.

The Mopar Challenger Shaker hood Kit now is available for purchase at Chrysler Group dealerships or at the Mopar brand's official web site, www.Mopar.com with a U.S. Manufacturer's Suggested Retail Price (MSRP) of $2,660, which includes the Shaker Induction Kit and Shaker Hood Kit.

"With the Mopar Challenger Shaker Hood kit, enthusiasts can create their own customized Dodge Challenger, upgraded with Shaker performance and appearance," said Pietro Gorlier, President and CEO—Mopar, Chrysler Group LLC's service, parts and customer-care brand. "The Mopar Challenger Shaker Hood Kit offers easy assembly and is designed and tested according to strict Chrysler Group engineering standards to perfectly complement the production Dodge Challenger, setting the kit apart from aftermarket options. We're committed to supporting performance and our company's strong muscle car heritage," added Gorlier.

The limited-edition Mopar '14 Challenger, which featured a Satin Black Shaker Hood scoop and sold out of its 100-model production run in just one day in April, showcased the popularity of Shaker performance and appearance. Now with the Mopar Challenger Shaker Hood Kit, even more owners can personalize their rides with a significant piece of Mopar '14 Challenger DNA. The fully functional Mopar Challenger Shaker Hood Kit encompasses two part numbers, the Shaker Induction Kit (Part Number 82214110AB) and Shaker Hood Kit (Part Number 82213396), and can be added to upgrade 2011–2014 model year Dodge Challenger vehicles with 5.7-liter HEMI® engines. The Mopar Challenger Shaker Hood Kit is delivered ready for paint.

Performance is augmented by forcing cold, high-pressure air through the Shaker Hood scoop while the Challenger is in motion, feeding a low-restriction conical air filter. This creates the perfect canvas to build up the vehicle even further with additional Mopar products such as a Dodge Scat Pack performance stage kit, which can be used in conjunction with the Shaker Hood Kit.

The Mopar Challenger Shaker Hood kit's all-aluminum hood, built according to Chrysler Group production tooling guidelines, is constructed in the United States, as are all kit components.

Chrysler Group engineers used computational fluid dynamics (CFD) analysis to determine the size, shape and location parameters of the Mopar Challenger Shaker Hood Kit, and aerodynamic testing conducted at the state-of-the-art Chrysler Group Wind Tunnel in Auburn Hills, Mich., also was used to gauge the proper locations for bezel openings and airflow patterns across the hood.

Additional extreme testing at Chrysler Group proving grounds in Michigan and Arizona verified that the Mopar Challenger Shaker Hood Kit functions properly amid challenging environmental conditions, including water fording, rain downpours and snow pack conditions. The baseplate, Shaker duct, and air box of the Mopar Challenger Shaker Hood Kit were designed to prevent water from directly entering the clean air duct and, ultimately, the engine. Kit components also are strengthened with corrosion protection that meets production vehicle requirements—data unavailable to the aftermarket.

All told, the Mopar Challenger Shaker Hood Kit endured 150,000 miles of testing or simulated testing to prove its durability. The kit is designed to meet all local and federal safety requirements and is emissions compliant in all 50 states. Installation requires no drilling, fabricating or special tools, and the kit features adjustability for a perfect fit. A detailed instruction sheet, or "I-Sheet," is supplied with the kit. No special tools are required for assembly, and existing vehicle warranties are maintained with installation of the kit.

Mopar Brand

Mopar (a simple contraction of the words Motor and PARts) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA 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.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps**: first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals**: first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi**: first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging**: first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor**: first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech**: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak**: first to introduce a 500-plus cubic-inch V-10 drag-race package car

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