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Jeep® Wrangler, Mopar's Most Accessorized Vehicle, Recognized as SEMA's 'Hottest 4x4-SUV' for Fifth Consecutive Year

- SEMA selects Jeep® Wrangler as most customized vehicle in the 4x4 Sports Utility Vehicle (SUV) category at this year's trade show at the Las Vegas Convention Center
- Jeep Wrangler has won SEMA's 'Hottest 4x4-SUV' for a fifth consecutive year
- Mopar has added even more new Jeep Performance Parts and accessories to a portfolio that already has more than 300 available for the Jeep Wrangler

November 4, 2014, Las Vegas - For a fifth consecutive year, the Jeep® Wrangler, Mopar's most accessorized vehicle, has been recognized as the "Hottest 4x4-SUV" at the 2014 Specialty Equipment Market Association (SEMA) trade show at the Las Vegas Convention Center. The SEMA Award recognizes vehicle models that specialty equipment manufacturers believe are the best platforms for accessorization in order to showcase the year's coolest products.

The winning selection was determined with a survey of vehicles displayed by participating SEMA exhibitors on the convention floor. That simple metric helps identify an emerging trend as SEMA Show exhibitors choose to channel their investments into the cars they consider the top enthusiast prospects for the coming year, helping to drive the direction of an industry that generates \$33 billion per year in the United States alone.

SEMA President and CEO, Chris Kersting presented the award to Pietro Gorlier, President and CEO—Mopar Service, Parts and Customer Care, at the SEMA Media breakfast.

"Data indicate that the availability of a wide range of accessories has a strong influence on new-car sales," said Kersting. "By winning yet another SEMA Award for Hottest 4x4-SUV, the Jeep Wrangler reinforces its position as the off road vehicle best suited to reflect consumer's individuality."

"The Jeep Wrangler is our most accessorized vehicle and to have it awarded for a fifth consecutive year at SEMA demonstrates its popularity due to the quality of the vehicle along with that of the performance parts and accessories Mopar has developed for it," Gorlier said. "It's wonderful to see it keep winning accolades and reinforce the efforts we've made to keep adding quality Jeep Performance Parts to more than the 300 we already have available for this vehicle in order to provide even more options for personalization."

"It's a tremendous honor that Jeep Wrangler has once again been named the "Hottest 4x4-SUV" at the SEMA Show," said Mike Manley, President and CEO – Jeep Brand. "Jeep Wrangler owners are the ultimate enthusiasts, and have always loved modifying their vehicles. Offering a unique, classic design and unmatched capability, Wrangler is the perfect platform for them to do so."

The Jeep Performance Parts portfolio, created and offered by Mopar and Jeep, offers high-end, hard-core quality Jeep parts including axles, lift kits, bumpers, winches, skid plates and suspension components. These performance parts offer factory-engineered solutions to increase off-road performance.

The following are the among the newest Mopar parts and accessories available for the Jeep Wrangler:

Jeep Performance Parts 2-inch Lift Kit for Jeep Wrangler

The Jeep Performance Parts 2-inch lift kit gives greater ground clearance and approach and departure angles to get over the tough obstacles on the trail. This new factory-engineered kit contains shocks and springs that are specifically tuned to the vehicle weight for better on-road handling. The new kit includes a high strength driveshaft for 2012 to 2015 model years. This driveshaft provides better articulation than other solutions in the aftermarket. The new kit uses durable production sway bar links, and component corrosion protection is equal to production vehicle standards. The kit also comes with a fun plywood packaging crate that fits in a two-door Jeep Wrangler, and can easily be reused for a coffee table or handy storage crate.

Jeep Performance Parts Heavy Duty 44 Series Rubicon Front Axle Housing

The Heavy Duty Dana 44 Rubicon front axle housing is a direct bolt in replacement for the production housing and features heavier wall axle tubes for greater strength than what a stock housing might offer. This is particularly beneficial to Jeep Wrangler owners that love to work their rides a little harder when they go off-road or have a heavy bumper with a winch mounted.

Jeep Performance Parts Front and Rear Axle Mounting Bracket Packages

Jeep Wrangler owners who prefer to fabricate and install their own axles now can buy the axle mounting brackets in one inexpensive kit. Each kit includes upper and lower control arm mounts, spring mounts and track bar mounts.

Jeep Custom Hood Decal

Owners can personalize the hoods of their Jeep Wrangler with pre-configured map decals of popular trails or by using an online customizable tool create their own topographical or street map graphics. Jeep custom hood decals are designed to exactly fit specific hood dimensions of 2007–2015 Jeep Wranglers. Durably produced with premium 3M films, the decals measure up to Mopar's engineering quality standards for superior graphic performance and include a three-year warranty to guard against fading or manufacturer defect.

2015 Jeep Wrangler

The iconic Jeep Wrangler – the most capable and recognized vehicle in the world – moves into 2015 with new features, such as a standard eight-speaker audio system and an improved sound bar, and an optional Premium Alpine Audio Package that includes nine Alpine speakers, a new subwoofer and a 552-watt amplifier.

The 2015 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offers a six-speed manual transmission – in addition to its five-speed automatic transmission.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options.

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

About SEMA and the SEMA Show

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at www.SEMAShow.com or www.sema.org, 909/396-0289.

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