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## Celebrate Father's Day, Mopar Style

- Mopar provides gift ideas for Father's Day with hundreds of accessories and merchandise items available to make your motor head dad happy
- Authentic merchandise, including a special Mopar watch, jacket and golf bag, is available at [WearMopar.com](http://WearMopar.com)
- More than 280,000 proven, authentic and quality-tested parts and accessories from the Mopar portfolio are available via the Mopar e-store or through an authorized dealer

June 18, 2015, Auburn Hills, Mich. - It often isn't easy to find just the right item for Dad on Father's Day, but Mopar is prepared to assist in the search for the perfect gift for that most important guy. Hundreds of fun and authentic choices – such as branded merchandise, collector's items, apparel, and gear – are available for every budget at [WearMopar.com](http://WearMopar.com) in addition to more than 280,000 proven, quality-tested parts and accessories available at [Mopar.com](http://Mopar.com) via the Mopar e-store or an authorized dealer.

"For Father's Day, Mopar is ready to help with cool merchandise and great gear that make wonderful gifts for the loyal Mopar dads out there," said Pietro Gorlier, President and CEO — Mopar Brand Service, Parts and Customer Care, FCA. "In addition, you can choose from quality accessories and performance parts from our Mopar e-store and have them delivered directly to Dad's door."

Included are a few suggestions to brighten up Dad's big day.

### **Mopar Carbon Fiber Watch — \$135.95**

This sharp, unisex Mopar chronograph watch, made with a 44mm brushed silver metal casing, features large minute and second hands so Dad can read the time at a glance. It also contains one-minute, one-hour and 24-hour indicator dials within the overall watch face. Featured at the top of the watch is the Mopar logo. Each watch comes with a black silicone carbon-fiber-print wristband, rotating bezel, and is water resistant to three atmospheres. Available in black, one size fits most, and the watch comes in a gift box.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A72109742N>

### **Men's Mopar Full Zip Chaser Jacket — \$52.95**

This retro-style black Mopar full zip track-style jacket is made of 100% polyester tricot fabric, has ribbed cuffs and hem, a mock-style collar, custom-printed zipper trim, and showcases an embroidered Mopar logo on the left chest. Available in medium to 2XL sizes.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71392842>

### **Mopar Callaway® Golf Bag — \$195.95**

Outfit your father to look like a pro with a new Mopar Callaway® Chev Stand Golf Bag. It weighs in at less than 5 lbs., allowing the golfer in your life to walk comfortably. Along with multiple storage locations, the bag has a nine-inch, seven-way-divider club organization system with integrated molded handle and comfort tech™ strap system, adding to the ergonomics with soft mesh padding. Available in black with a Mopar logo embroidered on the front ball pocket and a Callaway signature logo on the side of the bag.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A72272842N>

### **Mopar Buck® Knife — \$29.95**

The Mopar Buck® knife is a medium-sized, lightweight carry knife featuring a 3-1/8-inch stainless steel blade and a

thermoplastic handle with textured surface measuring 4 3/8 inches. It features the Mopar name laser engraved on blade and comes with a clip.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A72282842N>

#### **HEMI® Original Blueprint Reproduction — \$250.95**

Mopar is offering a very limited-edition poster depicting the original blueprint of the iconic HEMI® engine. This treasure saved from the company archives, the A864 Hemi Cylinder Block Line Drawing was professionally photographed and transferred to a sturdy backing material. Only 50 prints will be made available. They are accompanied by a letter of authenticity and signed by “the father of the HEMI,” Tom Hoover, and Mopar President and CEO Pietro Gorlier. The exclusive collectable will be shipped in a specially marked tube as it unfurls to measure a full six feet in length (72 inches by 20 inches).

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71981342N>

#### **Mopar Piston Keychain — \$6.95**

This piston and rod assembly keychain is a Mopar exclusive and measures 2 3/4 inches in length by 7/8-inch in diameter. It is made of solid diecast metal with nickel plating and is complete with an articulating, realistic piston head. The piston crown is adorned with the Mopar trademark logo.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A69399742N>

#### **Mopar Parts & Accessories — Various Pricing**

From cargo trays to racks and carriers, remote start to splash guards, cat-back exhausts to cold air intakes, choose from more than 280,000 Mopar parts and accessories at the Mopar e-store. Select a vehicle or enter the VIN to help Dad begin customizing his ride.

#### **Mopar '15 Performance Kit — \$3,550**

Help your Mopar dad enhance the look and performance of his new 2015 Dodge Charger R/T with a new Mopar '15 performance kit. The Mopar '15 kit is a street-legal performance upgrade package that includes the Scat Pack 1 Performance Kit, as well as a front strut tower brace with caps and bright pedal kit. The vehicle's look is further enhanced by Mopar '15 kit components that include door sill entry guards with the iconic Mopar logo, matte black Mopar '15 body-side graphics, and a Mopar '15 serialized badge for the dash.

Also provided is the companion owner's kit, which includes a certificate of authenticity, Mopar '15 Performance Package brochure, vintage replica Scat Pack poster, Mopar Performance fender badge and a Mopar magnetic mechanic's tray. With just 50 units available, authorized dealerships are now accepting orders for the limited-edition Mopar '15 kits.

For authentic Mopar apparel and gear, visit [www.wearmopar.com](http://www.wearmopar.com). For proven, quality-tested Mopar parts and accessories, visit <http://www.mopar.com/shop/>

#### **About Mopar Brand**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but it 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 over 150 markets around the world. With more than 50 parts distribution centers and 27 customer contact hubs globally, Mopar integrates 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 engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers 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).

#### **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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Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>