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## **Magneti Marelli Offered by Mopar Expands Product Lineup for Competitive Make, FCA US LLC Vehicles**

- Magneti Marelli Offered by Mopar increases products available for competitive make and FCA US vehicles
- Magneti Marelli Offered by Mopar products provide vehicle owners a high quality, affordable lineup
- Product line expands to include radiators, condensers and wiper blades for FCA US vehicles, with brake pads and rotors to follow
- Magneti Marelli Offered by Mopar is a one-stop shop for customers and independent repair facilities
- Five-time NHRA Pro Stock champ Jeg Coughlin Jr. carries Magneti Marelli Offered by Mopar colors in 2016, extends brand's motorsports initiative

April 1, 2016, Auburn Hills, Mich. - Magneti Marelli Offered by Mopar is adding to its lineup of repair and maintenance parts, with even more high quality and affordable products available to assist in servicing both competitive make and FCA US LLC vehicles. The expansion includes Magneti Marelli Offered by Mopar radiators, condensers and wiper blades for FCA US vehicles, with brake pads and rotors soon to follow.

First introduced in 2011 as a comprehensive line of repair and maintenance parts for vehicles, Magneti Marelli Offered by Mopar now encompasses more than 3,000 part numbers. These products are available for sale to consumers and independent repair facilities via FCA US dealerships.

"We're excited to extend the reach of Magneti Marelli Offered by Mopar with even more high quality, affordable parts for both competitive make and FCA US vehicles," said Ross McGinnis, Vice President, Parts Sales and Field Operations, Mopar. "The additions reinforce the fact that FCA US dealerships are a one-stop shop, no matter the make or model."

The offerings are the latest in a continuing expansion for the product line. Last year, for brake rotors and drums alone, Magneti Marelli Offered by Mopar added nearly 400 new part numbers for competitive makes. New oil filters were also added to the lineup earlier this year.

"This is a natural progression of the expanding relationship between Magneti Marelli Aftermarket and Mopar," said Antonio Recinella, Chief Executive Officer, Magneti Marelli Aftermarket. "Magneti Marelli has been providing high quality products since 1919, and we look forward to assisting owners and independent repair facilities in servicing almost all high-profile brands."

### **Magneti Marelli Offered by Mopar on the fast track**

As part of the ongoing initiative to promote the growing lineup of Magneti Marelli Offered by Mopar products in the U.S., Jeg Coughlin Jr. is hitting the drag strip in 2016 behind the wheel of his "Magneti Marelli Offered by Mopar" Elite Motorsports Dodge Dart GT NHRA Pro Stock car. The five-time NHRA Pro Stock drag racing champion will carry the product line's standard into 24 events on the NHRA Mello Yello Drag Racing Series schedule, which travels throughout the United States.

In addition, Coughlin's teammate, two-time and defending Pro Stock champ Erica Enders, will carry the Magneti Marelli Offered by Mopar logo on her Mopar HEMI-powered Dodge Dart. In the NHRA Funny Car class, the logo will appear on two-time series champ Matt Hagan's Mopar Express Lane Dodge Charger R/T.

Magneti Marelli Offered by Mopar has increased its presence at the drag strip in recent years, after kicking off its NHRA participation in 2012 as an associate sponsor on select Team Mopar race cars. The Magneti Marelli brand

possesses a history steeped in racing tradition, having been involved in Formula 1 since 1950, as well as World Rally Championship.

For information on Magneti Marelli Offered by Mopar parts, visit [www.mopar.com](http://www.mopar.com).

#### **About Magneti Marelli Offered by Mopar**

Mopar is responsible for Magneti Marelli Offered by Mopar. The all makes lineup enables FCA US dealerships to service all vehicle makes and models, as well as offer products to independent repair facilities.

The high quality and easy-to-install repair and service parts are produced and distributed throughout North America. The company has launched more than 30 high quality and easy-to-install product lines, including oil/air/fuel filters, brake pad kits, brake shoes, brake drums, brake rotors and shocks and struts, with more products in development.

Launched in 2011, the objective was to provide an all-makes program for FCA US dealers with a standard of quality that is in line with the DNA of Magneti Marelli. Dealership service departments benefit from easy installation, convenience and less customer complaints. Consumers benefit from high quality parts, less comebacks and warranties backed by Magneti Marelli.

Magneti Marelli Aftermarket N.A. is part of Magneti Marelli, which has a long standing history in the global automotive market. Founded in Italy in 1919, Magneti Marelli has more than 100 locations in 19 countries and 38,000 employees. With an established presence in the U.S. since 1976, the company is a leader in component manufacturing, in electronics and in the production of other technologically advanced products for today's automakers and for the aftermarket.

#### **Mopar**

Mopar (a simple contraction of the words MOTO and PARTS) is the service, parts and customer-care brand for FCA vehicles around the globe. Born in 1937 as the name of a line of antifreeze products, the Mopar brand has evolved over more than 80 years to represent both complete care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand's global reach distributes more than 500,000 parts and accessories in more than 150 markets. With more than 50 parts distribution centers and 25 customer-contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on the Mopar brand is available at [www.mopar.com](http://www.mopar.com). Mopar is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

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