

“Mopar Road Ready Powered by Dodge” Teen Safe-driving Classes Completely Full for First Phoenix Stop

- Classes fully registered for March 4-5 visit at Wild Horse Pass Motorsports Park near Phoenix
- “Mopar Road Ready Powered by Dodge” program uses dynamic, behind-the-wheel training to school teens on importance of safe driving
- Parents can add teens to Phoenix event waitlist
- Safe-driving classes are complimentary with refundable deposit for teens and also parents
- “Mopar Road Ready Powered by Dodge” program in third year of teaching teens importance of safety behind wheel
- Program has helped train more than 3,000 teens and parents
- Information on Phoenix “Mopar Road Ready Powered by Dodge” classes available at <http://mopar.com/road-ready/register>

February 28, 2017, Auburn Hills, Mich. - Four fully registered classes of teens and parents are on tap for the first Phoenix-area stop of the “Mopar Road Ready Powered by Dodge” teen safe-driving program, scheduled for March 4-5 at Wild Horse Pass Motorsports Park in Chandler, Arizona. Parents can still sign up teens for the Phoenix waitlist or receive information on the program at <http://mopar.com/road-ready/register>.

More than 3,000 teens and their parents — who are also eligible to participate in the program along with their children — have learned safe and defensive driving techniques through “Mopar Road Ready Powered by Dodge” training. “Mopar Road Ready Powered by Dodge” classes are free of charge to registered teens and their parents or guardians. A \$99 refundable registration deposit is required to secure a spot. The program is in its third year.

“Completely full classes for the first ‘Mopar Road Ready Powered by Dodge’ visit to Phoenix showcases the need for our program, which is dedicated to training teens on the critical skills they need to stay safe behind the wheel,” said [Pietro Gorlier](#), Head of Parts and Service (Mopar), FCA – Global. “The Mopar brand loves being fast at the track, but it’s even more important to stay safe on the streets. This is why we continue to support this important initiative to educate and empower teens with tools and the hands-on experience that will help keep them safe on the road.”

“Mopar Road Ready Powered by Dodge” is aided by a collaboration with the National Hot Rod Association (NHRA) Motorsports Museum and B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe), two nationally recognized non-profit 501(c)3 organizations that share similar missions of promoting the importance of safe and responsible driving.

“The Dodge brand wants all drivers to experience that visceral feeling that makes them fall in love with driving, and that includes making sure they feel comfortable in all driving situations,” said [Tim Kuniskis](#), Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “The ‘Mopar Road Ready Powered by Dodge’ program gives new teen drivers the opportunity to learn important driving skills, gain valuable experience behind the wheel and fall in love with driving in the process.”

The advanced driving program, designed to teach safe and defensive driving techniques, is available to teens between the ages of 15-19 with a learner’s permit or driver’s license and at least 30 hours of driving experience. Participants will benefit from a proven curriculum and skilled high-caliber instructors provided by the B.R.A.K.E.S. organization. It incorporates both classroom education and hands-on training with a 3:1 student-to-instructor ratio, allowing for quality time with each teen.

Each teen driver's participation in the training program will include a companion experience for a parent or adult guardian who also will actively take part. "Mopar Road Ready Powered by Dodge" sessions provide a brief classroom review of core driving topics, including proper seat positioning, hand positioning and basic vehicle dynamics. Advanced behind-the-wheel training will then be provided to teens through a variety of on-track course modules, such as accident avoidance, distraction, panic stop, wheel drop and wet skid pad.

"Mopar Road Ready Powered by Dodge" Class Registration/Schedule Information

The "Mopar Road Ready Powered by Dodge" program will continue its 2016-2017 slate of events with stops in New Jersey, on April 22-23; Metro Detroit on May 6-7; and Sarasota/Bradenton in Florida on May 20-21.

To register your teen for a 2016-2017 "Mopar Road Ready Powered by Dodge" event, visit <http://mopar.com/road-ready/register>.

About Dodge and SRT Brands

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is focusing on its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the mainstream performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2017 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centers and 7-inch customizable gauge clusters, to name a few. For the 2017 model year, the Dodge brand lineup features the 25th anniversary Viper, Durango, Grand Caravan, Journey, Charger and Challenger, including the new Charger Daytona and Challenger T/A, as well as the 707-horsepower Challenger SRT Hellcat, the most powerful and fastest muscle car ever and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

Mopar-First Features

During the brand's 80 years, Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- wiADVISOR: first to incorporate a tablet-based service lane tool
- Electronic Vehicle Tracking System (EVTs): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format

80 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARTs) was born on August 1, 1937, as the name of a line of antifreeze products. Mopar has since evolved over 80 years to serve as the total service, parts and customer-care brand of all FCA vehicles around the globe.

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 over 150 markets around the world. 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.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide. Complete information on the Mopar brand is available at www.mopar.com.

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