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Mopar to Offer More Than 400 New Performance Parts and Accessories for Chrysler, Jeep® and Dodge Vehicles in 2009

Go to www.mopar.com to Get Full List

November 3, 2008, Las Vegas - Mopar is in full swing with more than 400 slick new performance parts for Chrysler, Jeep® and Dodge vehicles in 2009. Mopar will showcase all-new products at the 2008 Specialty Equipment Market Association (SEMA) show, which runs from Nov. 4-7 in Las Vegas, Nev.

"From the all-new 2009 Dodge Challenger to the all-new 2009 Dodge Ram 1500, Mopar's accessories and performance parts create a personal statement for your vehicle," said Simon Boag, President – Mopar/Global Service and Parts, Chrysler LLC. "We offer a variety of options for appearance and power enhancements to meet customer individuality. If you can dream it, you can build it with Mopar."

Mopar's accessories and performance parts feature precise fit and finish and are designed and engineered to meet all of Chrysler LLC's original equipment specifications and quality standards. Following are highlights of all-new, authentic, Mopar parts for 2009. See www.Mopar.com for a complete list and catalog download information.

Mopar Appearance / Electronic Parts

New electronic features, including a rear park distance system, Garmin Nuvi portable navigation unit and an iPod integration kit, will be available through Mopar for Chrysler, Jeep and Dodge vehicles. In addition, exclusive KICKER® audio upgrades from the world's premier high-performance car audio manufacturer are also offered. If you want to make a hot spot out of your car, Mopar offers uconnect web, which wirelessly links select personal electronics to the Internet. For those long trips, Mopar DVD head rest units make the drive more comfortable for passengers.

Mopar is ready to support the all-new Dodge Challenger with a new ram-air hood. Made from aluminum, the hood features a scoop that pays homage to Dodge. Also available are a rear spoiler and upgraded 20-inch "heritage" wheels with classic styling. A new Hurst shifter with a retro flare is also offered.

The all-new 2009 Dodge Ram gets its fair share of new parts too. Wheel flares, a dual-snorkel hood and body kits add to a long list of components available for 2009.

Mopar Engine Performance Parts

Nobody does Dodge performance like Mopar and engineers have been pumping out new components to meet customer-driven demand for more power. Cold-air intake kits and cat-back exhaust systems offer increased performance and are designed to work with your favorite Chrysler, Jeep or Dodge vehicles.

For the Dodge Caliber enthusiast, a new Stage 1 turbo kit promises head-jarring performance. New crate engines are available this year with 340ci six-pack and 410ci six-pack V-8 options. Also, a 440 short-block estimated at 530 hp and 540 lb. ft. of torque, is available right out of the box.

Mopar Chassis Performance Parts

Mopar couldn't improve the power and looks without creating products to keep the vehicle on the track or dirt road. A new coil-over suspension kit takes technology from the Dodge Viper ACR suspension and passes it on to the Dodge Challenger and Dodge Caliber. New lift kits for the all-new 2009 Dodge Ram 1500 and Jeep Wrangler further improve the capability of these vehicles and make room for bigger tires.

In addition, new for 2009, Mopar is offering a variety of new axles that have never been available, including Dana 44 upgrades for Jeep Wrangler and stock Dodge Power Wagon axles. These upgrades are for the hard-core off-roader who wants to go everywhere.

Seventy Years of Mopar

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for a line of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s — the muscle car era. The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “Special Parts” for super stock drag racers and developed its racing parts division, which was called Mopar Performance Parts, to enhance speed and handling for both road and racing use.

Today, Chrysler LLC’s Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components and accessories for Chrysler, Jeep® and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards. For more information, go to www.mopar.com.

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