

## **Mopar® Previews Customized Vehicles for 2010 SEMA Show**

Chrysler, Dodge, Fiat, Jeep® and Ram Truck Vehicles Get Mopar® Treatment

October 24, 2010, Auburn Hills, Mich. - It's SEMA season.

Mopar® is preparing 35 vehicles for the upcoming 2010 Specialty Equipment Market Association (SEMA) show, which takes place Nov. 2-5 in Las Vegas. Mopar will fill its 15,300-square-foot space with customized Chrysler, Dodge, Fiat, Jeep® and Ram Truck vehicles.

"With five exhibits, the Mopar brand will have a major presence at SEMA," said Pietro Gorlier, President and Chief Executive Officer - Mopar, Chrysler Group's service, parts and customer-care brand. "Mopar will showcase cutting-edge technology, innovative accessories, authentic parts, and new customer-care initiatives. And our Moparized vehicles will be must-see."

"We created an amazing cast of Mopar image vehicles for SEMA," said Ralph Gilles, President and Chief Executive Officer, Dodge Car Brand and Senior Vice President - Product Design. "As all of our new vehicles arrive in dealerships this year, we want to inspire customization and personalization. Our Mopar image vehicles will definitely turn heads."

The Mopar Underground group and the Mopar design team worked together to create these image vehicles. Projects originated in the Chrysler Group Product Design office and were led by Mark Allen, Chief Designer - Head of Jeep Design Studio, and Jeff Gale, Advance Studio Design Lead. In addition to image vehicles, other "Moparized" vehicles for the show were developed under the direction of Brian Rogos, Head of Accessories and Performance Parts, and Pat Muldoon, Head of Mopar Product Development.

Following are Mopar image vehicles that will be on display at SEMA:

### **2011 RedLine Dodge Charger**

America's baddest sedan gets a little more fearsome. The diehard enthusiasts at Mopar Underground wasted no time in taking the not-yet-in-market 2011 Dodge Charger under their wing.

"We let the designers of the production car and their friends at Mopar rip," said Gilles. "I wanted them to show us what they would do with this vehicle if it were their own dream car."

The RedLine Charger brings the 2011 version of the popular vehicle lower to the ground with a tuned suspension that lowers the car one inch. The RedLine Charger's aggressive appearance is backed by the 5.7-liter HEMI® engine tucked under a unique aluminum hood. Mopar parts, including headers, an exhaust system and a cold-air intake, provide horsepower and torque gains, while a Mopar strut tower brace amps up the handling and driveability needed to corral the additional horsepower.

The RedLine Charger's power matches its stealthy appearance. The blacked-out feel is accomplished with a black roof, front lower and rear-end treatment and continues with carbon fiber mirror caps. The 22-inch staggered-width Super Alloy wheels, with Pirelli tires wrapped around (265/35/22 front, 295/30/22 rear), follow the blacked-out theme as do the unique carbon fiber lower air dam/splitter and rear spoiler, created by the Mopar Underground team specifically for the RedLine Charger. Headlamps and tail lamps also get the blacked-out treatment.

Recalling Dodge Charger's legendary heritage is a side scoop reminiscent of the scoop on the 1970 Dodge Charger R/T. The black side scoop is emblazoned with a red R/T logo, offering a nice tie-in to the RedLine Red paint employed on the RedLine Charger.

A trip inside the red-and-black interior reveals a driver-oriented theme, with custom RedLine all-aluminum driver and console bezels. The interior is highlighted with satin and bright chromed bezels that accent the refined details. Mopar Katzkin performance seats trimmed in Radar Red Nappa leather with bright red stitching offer another striking interior enhancement. A unique SRT® steering wheel featuring prototype paddle shift controls completes the interior.

### **2011 Dodge Durango Citadel "Black & Tan"**

Dodge views the new Citadel as the ultimate expression of the 2011 Dodge Durango, the perfect canvas for the distinguished SUV enthusiast. The vehicle was developed as a representation of the current trend in tasteful customization.

This special edition of the Citadel utilizes the clean lines of the 2011 Dodge Durango. Its stunning, shiny black paint color is the perfect backdrop for the evolution of the modern urban SUV. Its 22-inch custom-forged aluminum Super Alloy wheels are highly polished with hyper-silver accents. The Citadel also features an exclusive chrome-textured grille and polished stainless steel tips of the Mopar/Corsa custom exhaust. The Citadel "Black & Tan", riding on Pirelli tires, was dropped with Mopar lowering springs, complementing its stunning new stance.

The shiny black exterior is matched on the inside with an all-new interior, crafted by the new Chrysler interior studio that is bent on redefining American quality and unparalleled comfort. The timeless design features sculpted soft panels throughout with world-class fit and finish, complete with the liberal use of premium materials and three rows of gorgeous Nappa leather seats. The new "Black & Tan" interior combo was inspired by some of the finest super cars in the world.

### **2010 Fiat 500 (European version)**

This vehicle is an extreme version of the popular European version of the Fiat 500, which has won 60 international awards, including the 2008 European Car of the Year and the 2009 World Car Design of the Year.

The concept car features a number of unique parts created by the Mopar Underground team, including a front airdam/lip, lower sill, spoiler, rear valance and brake ducts. The 2010 Fiat 500 features a lower ride height on 18-inch Alcoa wheels and flared wheel arches reminiscent of the Fiat 500 models that dominated race tracks in Europe back in the day.

The vehicle rides on Pirelli tires with a mean, wheels-out-and-down stance that is accentuated by a Dark Thunderbolt Gray exterior. The black roof, black hood, headlamp and fascia graphics tie the headlamps together. The lower "chin" of the Fiat 500 hooks up with a flare that surrounds the front wheel. A lower side sill, also in black, adorns the sides.

The interior is driver-focused, with a red seat and red door insert on the driver's side, with piano-black accents on the instrument panel. The remainder of the interior is outfitted in a subdued black.

The always-sporty Fiat 500 is bolstered with the power and performance that comes with Mopar parts. Mopar bolt-ons include a Mopar custom exhaust system that provides horsepower and torque gains and a Mopar strut tower brace that reduces body flex in the front end and improves drivability and handling.

Two additional Fiat 500 vehicles will be on display in the Mopar Alley, outfitted with a full complement of Mopar parts and accessories. The all-new Fiat 500 will be available for ordering in the U.S. later this year in the Sport, Pop and Lounge models, followed by the all-new Fiat 500C (cabrio) in the spring of 2011.

### **2011 Wrangler Sahara Mopar Edition**

Take the iconic Jeep Wrangler, bolt on a bushel of Mopar parts and accessories, and you've got an extreme Moparized off-road machine: the 2011 Wrangler Sahara Mopar Edition.

The Mopar lift augments off-road travel performance for the 2011 Jeep Wrangler Sahara and allows for 35-inch all-terrain tires that can handle whatever the trail dishes out, mounted on sturdy AEV wheels. Further defending the vehicle from the onslaught of the off-road are steel front and rear bumpers. The front bumper includes integrated fog lights to improve visibility in inclement weather; the AEV-designed rear bumper features a tire carrier.

The Mopar/AEV hood provides the proper protection from the debris of the off-road, with a Warn winch at the ready in case of an emergency. The 2011 Jeep Wrangler Sahara can't be missed on the trail with a hardtop and flares that

match its fire-red exterior color.

### **2011 Jeep Street Cherokee**

The all-new Jeep Grand Cherokee is also on the receiving end of a Mopar-style makeover. For the 2011 Jeep Street Cherokee, the Chrysler Group Product Design crew created custom 22-inch alloy wheels, while at the same time lowering the vehicle. The Dark Charcoal Overland edition Grand Cherokee is powered by a 5.7-liter V-8 engine, with an exhaust trimmed in Corsa tips.

The Jeep Street Cherokee is customized in typical all-Mopar style. Mopar floor mats with a unique design prevent dirt and mud from invading the interior. Mopar's lighted door-entry sills and bright/rubber pedal kit offer much-needed visibility when adventures extend well past sundown. Stainless steel door sills are etched with the Mopar logo and offer stylish protection.

Additional sizzle is served up with a new custom lower front fascia, painted handles, and blacked-out headlamps. The Mopar chromed grille adds additional bling but doesn't sacrifice durability, meeting the toughest corrosion requirements.

### **2011 Jeep Grand Cherokee Off-Road Edition**

To get ready for the off-road, go big. Case in point: the 2011 Jeep Grand Cherokee Off-Road Edition.

The 5.7-liter V8-powered silver Jeep Grand Cherokee boasts a suspension lifted with coil springs to make way for 33-inch BFG Mud-Terrain tires. The exterior is prepped for off-road battle courtesy of Mopar skid plates, rock rails and tow hooks. The interior has been upfitted with the Mopar bright/rubber pedal kit and sill guards.

### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- 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
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles-a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at <http://www.mopar.com>.

### **More than 70 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 MOTO and PARTS) was trademarked for a line of antifreeze products in 1937. It also was 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 called Mopar Performance Parts to enhance speed and handling for both road and racing use.

**About Chrysler Group LLC**

Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation - first established by Walter P. Chrysler in 1925 - and Fiat's complementary technology - from a company whose heritage dates back to 1899.

Headquartered in Auburn Hills, Mich., Chrysler Group LLC's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Jeep Wrangler and Ram Truck. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-size cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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