

### **Chrysler Group LLC to Feature Mopar® at Frankfurt Motor Show**

Company's Service, Parts and Customer-care Brand to Show Accessorized Jeep® Wrangler and Accessorization Station

- Jeep Wrangler gets Mopar® makeover
- More than 30 Mopar accessories to be on display throughout exhibit
- Mopar Accessorization Station to feature live demonstrations of installation and removal of accessories

September 11, 2011, Auburn Hills, Mich. - After showcasing its Mopar® brand at auto show exhibits throughout the U.S., Chrysler Group LLC will now show a Moparized vehicle for the first time at the Frankfurt Motor Show.

"At shows in the U.S., we've demonstrated how we can add value to our brands and vehicles," said Pietro Gorlier, President and Chief Executive Officer — Mopar, Chrysler Group LLC's service, parts and customer-care brand. "We'll now show how we can further enhance the performance and appearance of our vehicles in other parts of the world."

At the Frankfurt Motor Show, Mopar will display a fully accessorized Jeep® Wrangler. In addition, Mopar will activate an Accessorization Station where Mopar representatives will install and remove accessories for show-goers.

"More than 60 percent of consumers who are in the market to purchase a new vehicle will consider the breadth and availability of accessories," said Gorlier. "At Mopar, we aggressively accessorize every single one of our vehicles. In addition, our parts and accessories are thoroughly quality-tested for performance, durability and reliability."

Following are accessories that will appear on the "Moparized" Jeep Wrangler:

- Front off-road bumper
- Rear off-road bumper
- Warn 9.5ti XP Winch
- Synthetic winch line
- Rock rails
- Tube doors, front
- Snorkel, Ram air inlet
- Cat-back exhaust
- 2-inch lift kit
- Tonneau cover for rear cargo area
- Tonneau cover for second-row seats
- Tail lamp guards
- Black door-sill guards
- Slush mats
- Fuel-filler door
- Grab-handles with coat hook

The Mopar brand has a large worldwide footprint:

- More than 40 commercial offices
- Operated by 50 parts distribution centers
- Parts distribution centers occupy 12 million square-feet
- 17 call centers
- 180,000 order lines daily
- 800 trucks shipped daily

- More than 2,000 suppliers
- More than 4,000 dealers

### **Mopar-First Features**

In the U.S., Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone 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 introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- Brand-specific customer-care telephone lines: first to offer Sunday service hours to customers
- 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, Jeep, Dodge and Ram vehicles. Mopar parts are unique in that they are engineered and tested 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 [www.mopar.com](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 MOtor 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.

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