

Chrysler Group LLC Gears Up for 2011 SEMA Show

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

- Company's 28,400-sq.-ft. exhibit to showcase more than 30 "Moparized" Chrysler Group vehicles and more than 500 Mopar accessories
- Sketches of image vehicles released

October 24, 2011, Auburn Hills, Mich. - Chrysler Group LLC will have a major presence at next week's 2011 Specialty Equipment Market Association (SEMA) show in Las Vegas.

This year, the 28,400-square-foot exhibit will include more than 30 Mopar®-modified vehicles from the company's Ram, Dodge, Chrysler, Jeep®, SRT and Fiat brands. More than 500 Mopar accessories will be showcased in the exhibit.

"The aftermarket is a \$34 billion-a-year industry and SEMA is the perfect place to showcase everything that Mopar has to offer," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service parts and customer-care brand. "At Mopar, we believe in giving our customers a lot of choices when they go to personalize their vehicles. And that is why we offer extreme personalization for every single car in our showrooms. In addition to head-turning image vehicles at the SEMA show, we also will introduce new must-see product and technology."

Mopar image vehicles that will be on display at SEMA include:

Chrysler 300 SF6

Inspired by Chrysler 300 "Spring Festival" owners who participate in the Southern California owners' gathering, the Mopar Underground Team designed the Chrysler 300 SF6 image vehicle with discrete styling and Mopar performance parts and accessories for the sixth-annual event.

Enhancing the "born-with-attitude" look of the Chrysler 300, the 300 SF6 is bolted with hardcore enthusiast hardware. Staggered 22-inch-by-9.5-inch and 22 inch-by-10.5-inch Savini Mono Di Forza SM3 aluminum wheels are wrapped with 265/35 R22 (front) and 295/30 R22 (rear) performance tires. For improved cornering and braking, this 300S model features a custom Mopar/KW coil-over-spring kit, front and rear strut-tower braces and larger SRT8® performance brakes.

A Mopar cold-air intake, custom Mopar long-tube headers, and Mopar/Corsa custom exhaust system combine to deliver even more performance from the legendary 5.7-liter HEMI® V-8 engine. The Chrysler 300S model's black-accented headlamps and monotone Tungsten Metallic look provide a ready-for-the-streets appearance, while unique body-color grille, front-chin and trunk spoilers provide an even more aggressive touch. Topping off the unique look is a gloss black painted roof that accentuates the clean lines of the Chrysler flagship sedan.

The interior of the Chrysler 300 SF6 exudes an athletic-luxury theme with Mopar/Katzkin performance seats trimmed in black with black/blue perforated leather and Mopar blue accent stitching.

The use of Piano Black on interior center stack, instrument panel, steering wheel, gauge cluster and door-panel elements provide a uniquely lacquered and highly detailed appearance.

The Mopar audio by Kicker system in the Chrysler 300 SF6 features a dual 10-inch subwoofer enclosure mounted in the trunk; two, two-way speakers with domed tweeters mounted on the rear deck; 6-inch-by-9-inch midbass speakers mounted in each front door; and two 3.5-inch, two-way speakers with domed tweeters mounted in the left and right corners of the instrument panel.

Mopar performance parts and accessories on the Chrysler 300 SF6 include:

Item	Part number
Front strut-tower braces	P5155950
Strut-tower brace caps	P5155763
Rear strut-tower braces	P5155951
Rear strut-tower brace close out panels	68145039AA
Cold-air intake	77070044
Illuminated door-sill guards	82212284
Kicker audio system	77KPK316

Dodge Challenger SRT8 ACR

For the 2011 SEMA show, the Chrysler Group's Mopar Underground team created a Challenger image vehicle with some cool ties to modern history. Influenced by the success of the Mopar Drag Pak Challenger and more recently, the Dodge Viper SRT10® ACR resetting the production car lap record at the Nürburgring Nordschleife track in Germany, Mopar Underground created the Dodge Challenger ACR based on the stellar Challenger SRT8 392. Some of Dodge's and SRT's best handling vehicles of all-time come with the ACR acronym attached to them, and the Challenger ACR is no different. The Challenger ACR is a no-frills homage to the original option-delete cars of the 1960s and 70s.

Equipped with Mopar parts, such as a coil-over suspension, front-and rear-strut tower braces, short-throw shifter, front splitter, cat-back exhaust, custom exhaust headers and a set of Goodyear F1 Supercar performance tires, the Challenger ACR is an animal that has as much bark as its cornering bite. Performance enhancements in the interior include carbon fiber door panels, front race bucket seats with openings for a racing harness and the rear seat is removed and replaced by a roll bar and fire extinguisher. An SRT three-spoke flat-bottom steering wheel, SRT gauge cluster, custom bright pedal kit, Mopar Drag Pack center stack and a carbon fiber center console finish off the interior modifications.

The exterior has design cues similar to those found on the Viper SRT10 ACR, including a white body, charcoal painted roof, carbon fiber hood, rear deck lid, rear spoiler and tail lamp surround and an offset flame red stripe that runs the length of the car. Red painted mirror caps and brake calipers, unique black painted five-spoke 20-inch alloy wheels and red "ACR" fender badging finish off the exterior design details. The white and red theme carries over to the interior with white accents on the carbon fiber door panels, red armrest bars with white foam padding, red door latch release tethers, red painted roll bars and red accents on the carbon fiber racing seats covered in black Katzkin leather.

Mopar performance parts and accessories on the Dodge Challenger ACR include:

Item	Part number
Coil-over suspension	P5155942
Front-strut tower brace	P5155950
Front-strut tower brace caps	P5155763
Rear-strut tower brace	P5155751
Rear-strut tower brace close out panels	68095921AA
Short-throw shifter	P5155458
Cat-back exhaust	P5155957
Front-strut tower brace	P5155950
Drag Pack center stack	P5155250
I/P and shift bezel kit- carbon weave design	82211876
Door sill entry guards	82211234
Mopar fuel door	82212406

Dodge Durango Tow Hook

Dodge will be turning heads at this year's SEMA show with a special Dodge Durango Tow Hook image vehicle designed by Mopar Underground. The Tow Hook infuses a healthy dose of eye-catching style to the already-sporty Durango design. The vibrant four-coat orange and satin-black color scheme is executed both inside and out to make this Durango one of the most unique and exciting vehicles at the show.

The exterior features a muscle-car inspired four-coat orange paint scheme, with satin-black roof, fascia accents and hood graphics, along with blacked-out lighting and twin-spoke 22-inch-by- 9.5-inch forged Superalloy wheels wrapped in Pirelli tires. A custom mandrel bent exhaust system featuring Corsa components increases performance and belts out an unforgettable tone. To finish off the exterior, the Dodge Durango Tow Hook wears a piano black split-crosshair grille and has a 25 mm reduced ride-height for a more aggressive stance.

Tow Hook's interior features carry over the theme from the exterior and uses high-quality Mopar components, such as Durango logo door sill guards, aluminum pedal kit and premium carpeted floor mats to add a strong sense of sport to the cabin. The black, perforated Mopar Katzkin leather seats feature orange leather trim on the tops of the seat bolsters and are decorated with orange stitching and piping. Perforated Barracuda suede covers the seat inserts, while smooth suede bolsters with orange accent stitching and piping make the seats pop. Orange leather trim, stitching and piping is found on the center front armrest as well. The door panels also feature orange stitching and silver metal brush trim that is shared on the dash just above the glove box. Finishing off the interior modifications are an SRT steering wheel, black chrome trim around the vents, and piano-white trimmed radio/HVAC and center console bezels.

Mopar performance parts and accessories on the Dodge Durango Tow Hook include:

<u>Item</u>	<u>Part Number</u>
Durango logo door sill guards	82212281
Pedal kit	82212055
Premium carpet mats	82212326AB

Fiat 500 Titanium

Created for the performance enthusiast who wants a discretely "tuned" Fiat 500, the Mopar® Underground Team designed the Fiat 500 Titanium image vehicle with even more aggressive styling and premium sport-luxury details.

Below its Matte Titanium 'whiskers and logo' face, an aggressively sculpted front fascia is more pronounced and features large honeycomb grilles for maximum engine cooling. A satin black fascia insert with integrated LED fog lamps delivers a technical look. Above, circular projector headlamps are finished in gloss black to match the Fiat 500 Titanium's exterior paint. From the side, 16 -inch-by- 6.5-inch Matte Titanium wheels feature a two-piece design. Custom Mopar lowering springs provide a lowered ride height and Matte Titanium front-and rear-brake calipers with larger rotors deliver improved stopping performance. Aggressively styled side skirts provide a more vertical profile and highlight the iconic curves of this performance Cinquecento. Matte Titanium exterior door handles and mirror caps add contrast to the deep-tinted glass. A large liftgate spoiler adds down force for improved stability at higher speeds, while a more aggressively styled rear fascia features a diffuser insert for improved aerodynamics. Additional exterior details on the Fiat 500 Titanium model include a Matte Titanium license plate brow and center-mounted trapezoidal exhaust tip. And to make sure the Fiat 500 Titanium delivers improved power, a Mopar cold-air intake and Mopar cat-back exhaust have been installed.

Inside, the Fiat 500 Titanium continues the athletic look with a black environment highlighted by Titanium Metallic accents. High-performance front seats are designed to be lightweight, and feature massive side bolsters and a racing-harness pass through for at-the-limit driving. Both front and rear seats are wrapped in smooth black leather and accented with Titanium Metallic vinyl seat centers. For added detail, all four seating positions feature a black leather center stripe with Metallic Gray accent stitching for a precise look. Titanium Metallic vinyl door bolsters feature accent stitching and pair with the Matte Titanium instrument panel and gauge cluster brow. Black floor mats with Titanium Metallic "500" logo and edge binding complete the look.

Mopar performance parts and accessories on the Fiat 500 Titanium include:

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<u>Item</u>	<u>Part Number</u>
Cold-air intake	77070046
Strut-tower brace	P5155954
Cat-back exhaust	P5155986
Lowering spring kit	TBD

Fiat 500 Carbon

Adding even more style to the new 2012 Fiat 500 Sport, the Mopar® Underground Team designed the Fiat 500 Carbon image vehicle with Anodized Azzurro (blue) paint and unique blackened exterior and interior appointments – all designed to amplify the hatchback’s athletic Italian styling, craftsmanship, and nimble handling.

Enhancing the Fiat 500 Sport front fascia, the 500 Carbon integrates satin carbon fiber fog-lamp bezels and chin spoiler. For a more aggressive appearance, its signature ‘whiskers and logo’ face and circular projector headlamps are lacquered in Dark Hyper Black. Larger 17 –inch-by- 7-inch Dark Hyper Black aluminum wheels with wider 205/40 R 17 performance tires and exterior door handles are paired with satin carbon fiber mirror caps and tinted glass on the side profile. For greater cornering and performance, custom Mopar lowering springs, strut-tower brace and cold-air intake have been installed.

A more aggressive satin carbon fiber liftgate spoiler improves the Fiat 500 Carbon’s aerodynamic efficiency while adding down force for improved handling. Below, a powder-coated carbon fiber exhaust tip with Mopar cat-back exhaust provides an aggressive sound. Satin carbon fiber rear fascia bezels and valance provide additional detail, while a Dark Hyper Black license plate brow and tail lamp bezels continue the Fiat 500 Carbon’s serious look.

The interior of the Fiat 500 Carbon continues the blacked-out look and is highlighted by Anodized Azzurro accents. For a contemporary look, black leather sport seats feature embossed fabric with a textured geometric pattern in the seat centers. Azzurro accent piping on the seats, accent stitching on the sport-steering wheel and binding on the floor mats are color-matched to the Anodized Azzurro instrument panel bezel. Black chrome replaces traditional chrome on the Fiat 500 Carbon’s interior accents, while a carbon fiber instrument panel accents and shift knob provide added detail.

Mopar performance parts and accessories on the Fiat 500 Carbon include:

<u>Item</u>	<u>Part Number</u>
Cold-air intake	77070046
Strut-tower brace	P5155954
Cat-back exhaust	P5155986

Ram 392 Quick Silver

The Ram 392 Quick Silver began life as a 2011 Ram R/T. A 470 horsepower, 392 HEMI V-8 from the SRT lineup was dropped in and mated to the R/T’s 4.10 gear set and a high-stall converter. For additional performance, the Ram 392 is equipped with a cold-air intake kit and headers featuring an electronic exhaust cutout for maximum power and sound at the track.

For normal driving, a cat-back dual exhaust system intensifies the HEMI rumble. To improve braking performance, discs and calipers are replaced with a Brembo big brake kit, featuring 15-inch vented rotors and bright silver six-piston calipers in the front and rear. With the exception of a gloss black roof, the body is finished in a three-stage bright silver while the wheels, grille inserts, mirrors and select interior trim components are coated in anodized red paint.

A Mopar Underground, reverse deep-cowl aluminum hood design with functional heat extractors is inspired by the new Dodge Charger SRT8 and smoked lenses cover all exterior lighting. The Ram 392 Quick Silver is lowered 2 inches with the help of a custom suspension kit. The “slammed” look is made more evident by a Mopar body kit, consisting of sill and box pieces, finished up with a chin spoiler.

Mopar Underground added their 22-inch wheels wrapped in 275/45R22 tires up front and 305/40R22 tires in the rear.

A Mopar hard tonneau cover with a unique integrated spoiler redirects the air for additional down force at high speeds and Mopar's Bed Rug protects the paint. The interior features high-bolster SRT seats covered in Katzkin leather with red stitching and accents to match the steering wheel, instrument panel and Laramie Longhorn inspired leather shift knob, door panels and center console trim.

A set of Mopar Pedals and door sills are installed giving the interior an additional splash of functional aesthetics. Music is blasted through Kicker speakers, including tweeters in the instrument panel, mids in the doors and in the back, and woofers in the doors leaving plenty of room for gear behind the seats. Simply put, the Ram 392 Quick Silver is designed to be a truck that would appropriately share a garage with a Dodge Viper.

Mopar performance parts and accessories on the Ram 392 Quick Silver include:

Item	Part Number
Tonneau cover	82212215
Body kit	82211365
Bed rug	82209888
Door-sill guards	82212427
Katzkin leather seating	LTHROCS1DU
Premium carpet floor mats	82211003
Pedal kit	82212138

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, Jeep, Dodge, Ram and SRT vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge, Ram and SRT 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 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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