

Contact: Bryan Zvibleman

Tom Blattler

## **Jeep® Wrangler Named SEMA's 'Hottest 4x4-SUV' for Fourth Consecutive Year; Mopar Announces New Jeep Performance Parts and Accessories**

- Jeep® Wrangler recognized as 'Hottest 4x4-SUV' for fourth consecutive year at SEMA
- New Mopar performance parts and accessories for the Jeep Wrangler have been added to the catalog of more than 300 already available

November 5, 2013, Las Vegas - The Jeep® Wrangler was recognized as the "Hottest 4x4-SUV" for a fourth consecutive year at the 2013 Specialty Equipment Market Association (SEMA) trade show in Las Vegas. The SEMA Award recognizes vehicle models that specialty equipment manufacturers believe are the best platforms for accessorization and that showcase the year's coolest products.

SEMA President and CEO Chris Kersting presented the award to Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand, at the Las Vegas Convention Center.

"Consumers are increasingly interested in customizing vehicles, so having an accessory-friendly platform is important," said Kersting. "The Jeep Wrangler has consistently ranked Number One as the Hottest 4x4-SUV since the inception of the SEMA Award, a clear reflection of its versatility."

"It's amazing to have the Jeep Wrangler recognized for a fourth straight year by SEMA with this award," Gorlier said. "The Wrangler is our most accessorized vehicle and to see it consistently winning accolades is a demonstration of the quality of the vehicle and the work that Mopar has put in to develop accessories and quality Jeep Performance Parts. Enthusiasts will be happy to know we have just added new offerings to our more than 300 performance parts and accessories already available for this vehicle to provide even more options for customization."

Mopar and Jeep recently created Jeep Performance Parts as a portfolio of high-end, hard-core Jeep parts including axles, lift kits, bumpers, winches, skid plates and suspension components. These performance parts will offer factory-engineered solutions to increase off-road performance.

The following are the newest Mopar parts and accessories available for the Jeep Wrangler:

**2014 Jeep Wrangler Trail Rated Kit:** Strap it up and tow it along with this Trail Rated kit, which includes a durable, high-quality tow strap and two heavy-duty D-rings. A pair of gloves is included for protection and the kit is transported in an attractive Jeep carrying bag.

**Front Axles:** Engineered to exact specifications to bolt into any Jeep Wrangler from 2007 to 2014, these production front-axle assemblies come completely assembled and provide the next level of off-road performance. The Dana 44 axles include a 4:10 ratio, 5 x 5-inch bolt pattern and an electric locker with an available wiring kit.

**Rear Axles:** Engineered to exact specifications to bolt into any Jeep Wrangler from 2007 to 2014, these production rear-axle assemblies come completely assembled and provide the next level of off-road performance. The Dana 44 axles include a 4:10 ratio, 5 x 5-inch bolt pattern and an electric locker with an available wiring kit.

**Hardtop Headliner:** Three years of development and testing were involved in creating this kit. The high-density foam-backed non-woven fabric serves a triple purpose, enhancing the appearance of the hardtop, boosting the efficiency of the Wrangler's HVAC system and providing a quieter ride environment. Available for models 2007 and

newer.

**Black Grille:** Juice up the Jeep Wrangler with personalized style by customizing it with a satin black grille. This Mopar accessory is a direct, easy replacement to the production body-color grille, and also features the hood seal and a matching black Jeep badge.

**Side Visor:** Sunshine is a delight — up until it becomes a distraction. The fold-down Mopar side visor for the Jeep Wrangler is a low-cost, easy-to-install defense that blocks sidelong sunlight glare that can pull attention away from the road or trail.

### 2014 Jeep Wrangler

The iconic Jeep Wrangler — the most capable and recognized vehicle in the world — kicks off the new model year with new features such as a new Trail Rated Kit featuring two D-rings, a tow strap, gloves and a bag to store the items. Clear park lamps and turn signal indicators replace the amber units, and Sport models can now be equipped with the Uconnect 6.5-inch touchscreen radio with hard drive storage and SiriusXM Radio. Sport models also have an available 32-inch Tire and Wheel Group featuring semi-gloss black 17-inch Rubicon aluminum wheels and BF Goodrich KM LT255/75R17 off-road tires.

Chrysler Group's 3.6-liter Pentastar V-6 engine — two-time winner of the prestigious *Ward's 10 Best Engines* award — delivers 285 horsepower and 260 lb.-ft. of torque and up to 21 miles per gallon. It is engineered to provide a broad torque band with a focus on low-end torque, an essential trait needed for extreme off-roading. Engineers also designed the oil sump to provide oil to the pump even at extreme vehicle angles, and the alternator was placed up high so Wrangler can maintain its water-fording capability.

The 2014 Jeep Wrangler delivers unmatched off-road capability with legendary four-wheel drive and is produced with more than seven decades of 4x4 engineering experience. Wrangler continues to offer a body-on-frame design, front and rear five-link suspension system, live axles, electronic lockers, and is one of the few mid-size SUVs that offer a six-speed manual transmission — in addition to its five-speed automatic transmission.

### Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup consists of the Cherokee, Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models sold outside North America are available in both left and right-hand drive configurations and with gasoline and diesel powertrain options. Chrysler Group LLC products are available in more than 150 countries around the world.

### Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat 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).

### Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide

format. First to offer complete vehicle-information kits in Spanish

- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

#### **More than 75 Years of Mopar**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former 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. The brand has expanded to include technical service and customer support.

#### **About SEMA and SEMA Show**

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at [www.SEMAShow.com](http://www.SEMAShow.com) or [www.sema.org](http://www.sema.org), 909/396-0289.

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