

Contact: Todd Goyer  
Ariel Gavilan

## **Jeep® and Mopar Introduce Wrangler Red Rock Concept at SEMA Show**

- New Wrangler Concept features array of Mopar and Jeep® Performance Parts
- A serialized 50-unit special-edition production Wrangler – inspired by the Red Rock Concept – will be built as a tribute to the upcoming 50<sup>th</sup> Moab Easter Jeep Safari
- Based on Wrangler Rubicon Hard Rock edition
- Wrangler Red Rock Concept features Amaretto Brown Katzkin leather seats with silver accent stitching and a “Red Rock” embroidered seat back logo
- Aftermarket Jeep Performance Parts two-inch lift, 35-inch BFG K02 all-terrain tires, commemorative Red Rock appearance package give Jeep Wrangler Red Rock Concept a unique and rugged presence

November 3, 2015, Auburn Hills, Mich. - Jeep® and Mopar have teamed up to create the Wrangler Red Rock Concept vehicle that will be showcased at this year's Specialty Equipment Market Association (SEMA) trade show in Las Vegas. The Jeep Wrangler Red Rock Concept pays tribute to the Red Rock 4-Wheelers off-road club that hosts the annual Easter Jeep Safari in Moab, Utah. For 2016, the Red Rock 4-Wheelers celebrate the 50<sup>th</sup> annual Easter Jeep Safari, which started in 1967 with an off-road drive along the “Behind the Rocks Trail.”

In celebration of the upcoming 50<sup>th</sup> annual Easter Jeep Safari, the Jeep brand will produce 50 serialized Jeep Wrangler Red Rock special-edition models in 2016, influenced by the Wrangler Red Rock Concept that makes its debut at the SEMA show.

“The annual Easter Jeep Safari remains one of the most significant events on any Jeep enthusiast's calendar,” said Mike Manley, Head of Jeep Brand – FCA Global. “We're extremely grateful to the Red Rock 4-Wheelers for continuing this iconic Jeep event, and we present our Wrangler Red Rock Concept as a tribute to them and the enthusiasts who attend the annual Jeep Safari and support our brand.”

The Jeep Wrangler Red Rock Concept is another example of the potential of customizing a production Jeep Wrangler with aftermarket Performance Parts from Mopar.

“The Jeep Wrangler is the most accessorized vehicle in our portfolio, with almost 100 percent of customers buying at least one accessory or performance part,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA - Global. “Mopar continues to support serious off-roaders by offering a full-line of high-end, hard-core quality aftermarket Jeep Performance Parts to personalize their rides and tackle extreme trails.”

When the Jeep Wrangler Red Rock special-edition model is produced next year, it will feature some of the content shown on the Red Rock Concept. Select items showcased on the Concept will be available as aftermarket parts from Mopar.

### **Jeep Wrangler Red Rock Concept**

Based on a Wrangler Unlimited Rubicon Hard Rock, the Wrangler Red Rock Concept includes next-generation Dana 44 solid front and rear axles, a Rock-Trac® transfer case with a 4.10 axle ratio, a power dome vented hood, new premium off-road rock rails, and front and rear red tow hooks. Wrangler Red Rock Concept-specific features include a commemorative Red Rock badge and Red Rock hood decal, low gloss Jeep badge, low gloss Granite Crystal off-road bumpers, and a body-color grille with low-gloss black grille throats and headlamp accents.

Since it's based off of the Wrangler Rubicon Hard Rock, the Red Rock Concept is equipped with Tru-Lok® electronic locking differentials, the Rock-Trac® transfer case and a 4:1 low-range ratio. A 73.1:1 crawl ratio with the manual transmission enables the Red Rock Concept to scale obstacles others just dream about.

Inside, Amaretto Brown Katzkin leather seats with silver accented stitching and a "Red Rock" embroidered seat back logo set the Red Rock Concept apart from the rest of the Wrangler lineup. A serialized "Red Rock" grab handle plaque is also featured to commemorate the 50<sup>th</sup> anniversary of Easter Jeep Safari.

The Wrangler Red Rock Concept's robust look and off-road capabilities are enhanced with help from a 2-inch lift kit, 17-inch beadlock wheels – in low gloss black; the bead lock rings are low gloss Granite Crystal – wrapped in rugged 35-inch BFG K02 all-terrain tires, LED headlamps and fog lights, and a Jeep-branded CB radio. The Wrangler Red Rock Concept includes an aftermarket Warn Rubicon winch, front and rear differential covers, and a reinforced swing gate and wheel mount.

Since 2002, Jeep and Mopar have collaborated on more than 50 unique concept vehicles for enthusiasts who attend the popular Easter Jeep Safari.

### **About 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, Renegade, 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.

### **Mopar**

Mopar is the global name for Stellantis genuine parts and authentic accessories.

A simple combination of the words MOtor and PARts, Mopar offers exceptional service, parts and customer-care. Born in 1937 as the name of a line of antifreeze products, Mopar has evolved over more than 85 years to represent both complete vehicle care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era with performance parts to enhance speed and handling for both on-road and racing use. Later, Mopar expanded to include technical service and customer support, and today integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on Mopar is available at [www.mopar.com](http://www.mopar.com) and the Mopar blog at [www.blog.mopar.com](http://www.blog.mopar.com). For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

### **Follow Mopar and company news and video on:**

Company blog: [blog.stellantisnorthamerica.com](http://blog.stellantisnorthamerica.com)

Media website: [media.stellantisnorthamerica.com](http://media.stellantisnorthamerica.com)

Mopar brand: [www.mopar.com/](http://www.mopar.com/)

Mopar blog: [blog.mopar.com/](http://blog.mopar.com/)

Facebook: [www.facebook.com/mopar](http://www.facebook.com/mopar)

Instagram: [www.instagram.com/officialmopar](http://www.instagram.com/officialmopar)

Twitter: [twitter.com/OfficialMOPAR](http://twitter.com/OfficialMOPAR)

YouTube: [www.youtube.com/c/mopar](http://www.youtube.com/c/mopar) or [www.youtube.com/StellantisNA](http://www.youtube.com/StellantisNA)

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>