

## 2016/2017 “Mopar Road Ready Powered by Dodge” Teen Safe-driving Slate Announced

- “Mopar Road Ready Powered by Dodge” program returns for seven additional events, third year of teaching teens importance of being safe behind wheel
- New schedule announced during Mopar Mile-High NHRA Nationals drag race at Bandimere Speedway near Denver, site of return visit by program
- New “Mopar Road Ready Powered by Dodge” stops include Phoenix and Austin, Texas
- Return classes planned for New Jersey, Florida and Metro Detroit area
- First two years of “Mopar Road Ready Powered by Dodge” program has helped educate nearly 2,700 teens, as well as parents, on safe-driving techniques
- Parents can register teens for complimentary classes at [www.mopar.com/road-ready/register](http://www.mopar.com/road-ready/register)

July 23, 2016, Morrison, Colorado - For the third consecutive year, the Mopar and Dodge brands will partner up to help teach teens critical skills and strategies for staying safe and smart behind the wheel. The new “Mopar Road Ready Powered by Dodge” teen safe-driving program schedule was announced today at the Mopar Mile-High NHRA Nationals drag race at Bandimere Speedway, which will host a Denver-area program stop later this fall.

Over the first two years of the “Mopar Road Ready Powered by Dodge” program, nearly 2,700 teens and their parents have participated in the complimentary classes, learning safe and defensive-driving techniques.

“At Mopar, we love being fast at the track, but it’s even more important to stay safe on the streets,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. “We’re proud to work with the Dodge brand, as well as the NHRA and the B.R.A.K.E.S. organization, in extending our mission to educate and empower teens with tools and skills that will help keep them safe on the road.”

The 2016/2017 “Mopar Road Ready Powered by Dodge” schedule will return the program to the Metro Detroit area in Center Line, Michigan, on October 8-9, with a stop for the second consecutive year at Bandimere Speedway on October 22-23. Next are two new venues, one in Austin, Texas on December 3-4 and the first 2017 classes, scheduled for Phoenix in February. The program will wrap up with returns to Englishtown, New Jersey, April 22-23, 2017; Sarasota/Bradenton in Florida, May 20-21, 2017; and another two-day visit to Metro Detroit in May.

“The Dodge brand wants all drivers to experience that visceral feeling that makes them fall in love with driving, and that includes making sure they feel comfortable in all driving situations,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “The ‘Mopar Road Ready Powered by Dodge’ program gives new teen drivers the opportunity to learn important driving skills, gain valuable experience behind the wheel and fall in love with driving in the process.”

“Mopar Road Ready Powered by Dodge” is aided by a collaboration with the National Hot Rod Association (NHRA) Motorsports Museum and B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe), two nationally recognized non-profit 501(c)3 organizations that share similar missions of promoting the importance of safe and responsible driving.

The advanced driving program, designed to teach safe and defensive driving techniques, is available to teens between the ages of 15-19 with a learner’s permit or driver’s license and at least 30 hours of driving experience. Participants will benefit from a proven curriculum and skilled high-caliber instructors provided by the B.R.A.K.E.S. organization. It incorporates both classroom education and hands-on training with a 3:1 student-to-instructor ratio, allowing for quality time with each teen.

Each teen driver's participation in the training program will include a companion experience for a parent or adult guardian who also will actively take part. "Mopar Road Ready Powered by Dodge" sessions provide a brief classroom review of core driving topics, including proper seat positioning, hand positioning and basic vehicle dynamics. Advanced behind-the-wheel training will then be provided to teens with on-track course sessions, including accident avoidance (slalom), distraction, panic stop, wheel drop and wet skid pad.

"Mopar Road Ready Powered by Dodge" classes are free of charge to registered teens and their parents or guardians. A \$99 refundable registration deposit is required to secure a spot and is returned after the session or can be donated to the B.R.A.K.E.S. organization to help support the continuation and growth of the program.

To register your teen for a 2016/2017 "Mopar Road Ready Powered by Dodge" event, visit [www.mopar.com/road-ready/register](http://www.mopar.com/road-ready/register).

For more information on the NHRA Motorsports Museum and B.R.A.K.E.S., visit [www.nhra.com](http://www.nhra.com) or [www.putonthebrakes.org](http://www.putonthebrakes.org).

### **About Dodge Brand**

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the "mainstream performance" brand and SRT is positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2016 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2016 model year, customers will be able to drive the new 2016 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the Dodge Dart, Durango, Grand Caravan and Journey, including the Crossroad model, and its flagship, the Dodge Viper.

### **Mopar**

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

A simple combination of the words MOrtor 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).

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