

## **“Mopar Road Ready Powered by Dodge” Teen Driving Program Returns for Fifth Metro Detroit Stop**

- Teen safe driving program kicks off '16-'17 schedule in Center Line, Michigan, on October 8-9
- Classes are completely full for fifth Metro Detroit visit
- Safe driving classes are complimentary for teens and parents with refundable deposit
- “Mopar Road Ready Powered by Dodge” program back for seven additional events, third year of teaching teens importance of safety behind wheel
- Program has helped train nearly 2,700 teens and parents
- “Mopar Miles” Bear charitable initiative raises more than \$13,000 to support mission of keeping teens safe on the streets
- Register teens or sign up for waitlists for “Mopar Road Ready Powered by Dodge” classes at <http://mopar.com/road-ready/register>

October 4, 2016, Auburn Hills, Mich. - Mopar is renewing its commitment to keep teens safe on the streets. The brand will kick off the third year of the “Mopar Road Ready Powered by Dodge” teen safe-driving program with its fifth stop in Center Line, Michigan. All spots are already reserved for the four complimentary, advanced behind-the-wheel training sessions scheduled for October 8-9 in Metro Detroit, but parents can still sign up teens for the waitlist or to receive information on the program's 2017 Center Line visit at <http://mopar.com/road-ready/register>.

Nearly 2,700 teens and their parents — who are also eligible to participate in the program along with their children — have learned safe and defensive driving techniques over the first two years of the “Mopar Road Ready Powered by Dodge” program. Nearly all spots in the four previous visits by the program to Metro Detroit have been completely filled.

“We’re happy to return to Metro Detroit and once again provide teen drivers with critical skills and strategies for the road,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. “The Mopar brand loves being fast at the track, but it’s even more important to stay safe on the streets. This is why we continue to support this important initiative to educate and empower teens with tools and the hands-on experience that will help keep them safe on the road.”

“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 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.”

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 Miles" Initiative Bears Fruit for B.R.A.K.E.S. Organization**

The "Mopar Miles" Bear charitable initiative was announced last year, with Mopar donating a portion of the proceeds from the sale of every plush "Mopar Miles" Bear to the B.R.A.K.E.S. teen driving school. The "Mopar Miles" Bear was sold at FCA US dealerships and via the brand's official online merchandise store, [www.wearmopar.com](http://www.wearmopar.com).

A B.R.A.K.E.S. representative will attend the "Mopar Road Ready Powered by Dodge" event on October 8, where the Mopar brand will present a check for more than \$13,000 in "Mopar Miles" sales proceeds in support of the organization's mission.

#### **"Mopar Road Ready Powered by Dodge" Class Registration/Schedule Information**

"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.

Following the Center Line classes, the program will return for a second consecutive year to Bandimere Speedway near Denver on October 22-23. Next is a new venue, in Austin, Texas, on December 3-4. The program will return to Englishtown, New Jersey, on April 22-23, 2017, and Sarasota/Bradenton in Florida on May 20-21, 2017. Dates for 2017 visits to Phoenix and again to Metro Detroit will be announced in the near future.

To register your teen or sign up for a waitlist for a 2016/2017 "Mopar Road Ready Powered by Dodge" event, visit <http://mopar.com/road-ready/register>.

To view a sneak peek video of the "Mopar Road Ready Powered by Dodge" program in action, visit [https://youtu.be/712-lxQW\\_nA](https://youtu.be/712-lxQW_nA).

#### **About Dodge and SRT Brands**

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is focusing on 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 minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2017 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, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centers and 7-inch customizable gauge clusters, to name a few. For the 2017 model year, the Dodge brand lineup features the 25th anniversary Viper, Durango, Grand Caravan, Journey, Charger and Challenger, including the new Charger Daytona and Challenger T/A, as well as the 707-horsepower Challenger SRT Hellcat, the most powerful and fastest muscle car ever and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

#### **Mopar**

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

A simple combination of the words MOfor 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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