

The Mopar® Brand: Authentic Motor Parts and Accessories for Chrysler, Jeep®, Dodge and Ram Truck Vehicles

March 1, 2010, Geneva - 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.

In addition to its proud muscle-car heritage, Mopar established a solid reputation as a one-stop shop for proven, quality-tested, reliable and original parts. Just this year, in 2010, Mopar has introduced more than 100 new parts and accessories.

"Mopar parts are unique in that they are engineered by the same team that creates all of our factory-authorized vehicle specifications for Chrysler, Jeep®, Dodge and Ram Truck vehicles," said Pietro Gorlier, President & CEO,

Mopar Service, Parts & Customer Care, Chrysler Group LLC. "At Mopar, we offer more than 280,000 parts and accessories for customers who want to customize and refresh their rides."

Today, Mopar is responsible for the distribution of authentic Mopar replacement parts, components and accessories for Chrysler, Jeep, Dodge and Ram Truck vehicles sold in more than 90 countries. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards.

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