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## **“Moparized” Jeep® Cherokee Debuts at 2009 Frankfurt (IAA) Motor Show**

- Mopar showcases popular accessories for Jeep® Cherokee
- Mopar offers more than 80 parts and accessories for Jeep Cherokee outside North America

September 16, 2009, Frankfurt, Germany -

Two days after revealing a “Moparized” Jeep Wrangler Unlimited, Jeep showcased a “Moparized” Jeep Cherokee at the 2009 Frankfurt (IAA) Motor Show.

“Mopar gives customers the opportunity to further enhance the performance and appearance of their Chrysler, Jeep or Dodge vehicle,” said Pietro Gorlier, President and Chief Executive Officer – Mopar Service, Parts and Customer Care. “At Mopar, we offer more than 80 proven, quality-tested parts and accessories for our Jeep Cherokee customers in markets outside North America.”

### **“Moparized” Jeep Cherokee**

The “Moparized” Jeep Cherokee (Jeep Liberty in North America) on display in Frankfurt is equipped with chromed mirror covers and 18-inch polished aluminum rims. Other features include a chromed fuel-filler cap and tubular side steps that double as easy entry points. As a final touch, upper and lower portions of the Jeep brand’s iconic seven-slot grille are upgraded to chromed mesh.

### **Capability and Performance from Mopar**

In addition to chromed accents, Mopar offers a vast selection of parts and accessories to further enhance the capability and performance of Jeep Cherokee.

Customers who want to customize their Jeep Cherokee may order and have their Mopar parts and accessories installed at the dealership. They may also be pre-installed at the factory and delivered to the dealer.

Part#	Item
82211959	Chromed Upper Mesh Grille
82211960	Chromed Lower Mesh Grille
82211248	18-inch Polished Aluminum Wheels
82210803	Chromed Mirror Covers
82211259	Chromed Tubular Side Steps
82211021AB	Chromed Fuel-filler Door

### **Jeep Cherokee**

The Jeep Cherokee features the industry-exclusive Sky Slider full-length open canvas roof. The Sky Slider Roof may be moved to several positions, including full forward, full rear or partially open to any position in between with a convenient express one-touch switch.

### **Mopar Brand**

Mopar distributes approximately 280,000 components in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep and Dodge vehicles. Mopar parts are unique in that they are engineered by the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep and Dodge vehicles – a direct connection that no other aftermarket parts company can provide.

### **More than 70 Years of Mopar**

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 1960's – 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.

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