

## **Chrysler Group LLC to Showcase Mopar® at 2011 North American International Auto Show Company Continues to Leverage its Service, Parts and Customer-care Brand**

- Moparized vehicles will be front and center in each brand exhibit; more than 100 accessories to be on display
- Accessorization Station will feature live demos showcasing installation of Mopar® accessories
- 200 Super S is Mopar's interpretation of new Chrysler 200
- Mopar Ram Runner kit production starts in March

January 5, 2011, Auburn Hills, Mich. -

Chrysler Group LLC will show Mopar® versatility at this year's North American International Auto Show in Detroit.

In each brand display for Chrysler, Dodge, Fiat, Jeep® and Ram, a Moparized vehicle will be prominently displayed.

In addition, vehicles throughout the exhibit will feature a variety of Mopar performance parts and accessories.

"More than 30 percent of the people who are in the market for a new vehicle are influenced by the breadth and availability of aftermarket accessories," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "With our company's launch of 16 new vehicles, Mopar is coming to the party with a truck-load of accessories that will fit a variety of lifestyles."

In its 48,800 sq.-ft. exhibit on the main floor in the middle of Oakland Hall at Cobo Center, Chrysler Group will feature more than 100 Mopar accessories and performance parts throughout its display of 57 vehicles. Customized vehicles will include the Chrysler 200, Dodge Durango, Fiat 500, Jeep Wrangler Call of Duty: Black Ops Edition, and the Ram Outdoorsman.

Also in the Ram display, Mopar's Ram Runner - which was first shown at the 2010 Jeep Safari in Moab, Utah - will be prominently displayed in the back of a Ram 5500 Chassis Cab race hauler. Since its debut, the Ram Runner video has generated more than 100,000 views on social media sites. Mopar announced today that production for the Ram Runner parts package will begin in March.

In addition to Moparized vehicles, the company will also feature live demos in its Accessorization Station. To show ease of installation, Mopar accessories will be installed on the 2011 Jeep Wrangler Call of Duty: Black Ops Edition.

"Our goal is to show consumers how easy it is to personalize and accessorize their ride," said Gorlier. "And like we did with the introduction of our Mopar Ram Runner, we will gauge reaction to accessories that we plan to offer in the future."

Following is a selection of featured Moparized vehicles that will be on display in the Chrysler Group exhibit:

### **Mopar Ram Runner**

The Mopar Ram Runner, inspired by Baja-style desert racing, is a 4x4 unlike any other Ram. The rigors of off-road racing require large tires, plenty of ground clearance, extreme durability and a sophisticated suspension system capable of withstanding tremendous impact. These features are combined into a package that is stable at speed and rock-solid in the corners. Inspired by trophy trucks, steel front fenders and rear bed-sides are replaced with fiberglass, allowing tremendous suspension articulation with zero interference.

### **Suspension**

Stage 2 Ram Runner Suspension Kit, Part Number (PN): P5155662, Manufacturer's Suggested Retail Price (MSRP): \$13,270 (production begins in March)

Stage 1 Pre-Runner Suspension Kit, PN: P5155258, MSRP: \$3,129 (not on display vehicle, but currently available through Mopar)

**Exterior** (production begins in March: fits Stage 1, Stage 2 or available separately)

Front Ram Runner bumper, PN: P5155663, MSRP: \$1,250

Tubular tire carrier, PN: P5155664, MSRP: \$1,010

Front Ram Runner fenders, PN: P5155665, MSRP: \$1,020

Rear Ram Runner fenders, PN: P5155666, MSRP: \$1,350

Sport performance hood, PN: 82211065AD, MSRP: \$978 (available now)

Cold-air intake system, PN: 77070023, MSRP: \$466 (available now)

Cat-back exhaust system, PN: P5155280, MSRP: \$1,135

## **2012 Fiat 500**

The Fiat brand marks its return to the North American market with the 2012 Fiat 500 (Cinquecento). With its beautiful Italian styling, timeless functionality, efficient design and innovative technology - the same attributes that made the original version a timeless icon - the new Fiat 500 is relevant for an entirely new generation of drivers.

Following is a list of Mopar accessories that will be featured on the 2012 Fiat 500:

Door-sill guards with 500 logo

Roof/hood decals feature a double-blue stripe

Katzkin leather interior, black with blue accents

Carbon fiber-style hand brake

Carbon fiber-style shift knob with leather boot

Rear window-mount rack

Snowboard carrier

Wheels, black gloss

Chromed exhaust tip

Chromed mirror covers

Chromed fuel door

Chromed grille surround, front and back

Wheel center caps

Key fob cover

Strut tower brace

## **2011 Jeep Wrangler Call of Duty: Black Ops Edition**

The 2011 Jeep Wrangler Call of Duty: Black Ops Edition is based on the Jeep Wrangler Rubicon model and features dark Rubicon wheels in a high-gloss Mineral Gray. The vehicle's exterior color is black and features Call of Duty: Black Ops graphics on the roof and front quarter panels. The vehicle delivers legendary Jeep capability, aggressive 32-inch off-road tires, live axles with locking differentials in the front and rear, and a two-speed transfer case.

Following is a list of Mopar accessories that will be featured on the Jeep Wrangler Call of Duty: Black Ops Edition:

Grab handles with coat hook (2), PN: 82207660AB, MSRP: \$33

Warn 9.5ti XP Winch, PN: 82209325AB, MSRP: \$1,425

Black door-sill guards, PN: 82210104, MSRP: \$25

Slush mats, PN: 82210164AB, MSRP: \$48

Tail lamp guards, PN: 82210270AB, MSRP: \$132

Skid plate (front axle), PN: P5155353, MSRP: \$299

Rock rails, PN: 82210574AC, MSRP: \$572

Black fuel-filler door, PN: 82210609, MSRP: \$111

Jeep emblem, PN: 82211202, MSRP: \$7

Front off-road bumper, PN: P5155352, MSRP: \$1,620

2-inch lift kit, PN: P5155207, MSRP: \$1,510

Tube doors, PN: B5179635, MSRP: \$505

## **2011 Ram Outdoorsman**

The Ram Outdoorsman is specifically designed for hunters, fishermen, campers and boaters. The truck features

standard trailer-towing upgrades, interior and exterior lighting enhancements, all-terrain tires, and a rugged exterior appearance.

Following is a list of Mopar accessories that will be featured on the Ram Outdoorsman:

Spray-on bedliner, sales code XMF, \$450  
20-inch x 9-inch six-spoke polished forged wheels (4), PN: 82211021, MSRP:\$2,244  
Hood, PN: 82211065AD, MSRP: \$978  
Tubular side steps, PN: 82211502AE, MSRP: \$401  
Rambox Holsters (2), PN 822122359, MSRP: \$410  
Sport utility bars, PN 82211185, MSRP: \$260  
Bed-mounted cargo basket, PN: TC690MOA, MSRP: \$346  
Cargo basket net, PN: 82209422AB, MSRP: \$44.85  
Front Heavy-duty rubber splash guards, PN: 82212017AB, MSRP: \$41.65  
Rear Heavy-duty rubber splash guards, PN:82212019AB, MSRP: \$35.10  
Bed step, PN: 82212091, MSRP: \$272  
Glovebox lock, PN: 82211490, MSRP: \$19.60  
Storage bin locks, PN: 82211653, MSRP: \$118  
Nine-inch DVD rear-seat video, PN: 82211617AB, MSRP: \$949

### **2011 Chrysler 200 Super S by Mopar**

Chrysler introduces the new 200 mid-size sedan. Offering consumers exceptional craftsmanship inside and out, a refined and spirited driving experience, innovative technology, an abundance of standard safety features and an extraordinary level of standard content, the 2011 Chrysler 200 is an exciting alternative for customers that want style and substance, all at a surprising value.

Mopar lowered the car three inches and created its own interpretation of the Chrysler 200 while adding the following accessories:

Black and Tungsten paint scheme  
Gloss black grille surround  
Recessed wing badge  
Gloss black mesh grille  
Gloss black lower mesh grille  
Fog light bezel with light bar  
Brake induction openings  
Vented hood  
Lower chin spoiler  
19-inch wheels  
Aero sill cladding  
Mopar ghost decal  
Gloss black belt molding  
Gloss black mirror cap  
Mopar Katzkin leather seats  
Decklid spoiler  
Tungsten painted license plate visor  
Rear valance  
Bright exhaust tip

### **2011 Dodge Durango Citadel "Black & Tan"**

Dodge views the new Citadel as the ultimate expression of the 2011 Dodge Durango, the perfect canvas for the distinguished SUV enthusiast. First shown at the 2010 Specialty Equipment Market Association (SEMA) show, the vehicle was developed as a representation of the current trend in tasteful customization.

This special edition of the Citadel utilizes the clean lines of the 2011 Dodge Durango. Its stunning, shiny black paint

color is the perfect backdrop for the evolution of the modern urban SUV. Its 22-inch custom-forged aluminum Super Alloy wheels are highly polished with hyper-silver accents. The Citadel also features an exclusive chrome-textured grille and polished stainless steel tips of the Mopar/Corsa custom exhaust. The Citadel "Black & Tan", riding on Pirelli tires, was dropped with Mopar lowering springs, complementing its stunning new stance.

The shiny black exterior is matched on the inside with an all-new interior, crafted by the new Chrysler interior studio that is bent on redefining American quality and unparalleled comfort. The timeless design features sculpted soft panels throughout with world-class fit and finish, complete with the liberal use of premium materials and three rows of gorgeous Nappa leather seats. The new "Black & Tan" interior combo was inspired by some of the finest super cars in the world.

Following is a list of Mopar accessories that will be featured on the Dodge Durango Citadel "Black and Tan":

Bike carrier, PN: TH912RWY, MSRP: \$192

Chromed tube steps, PN: 82212298, MSRP: \$549

Kayak carrier, PN: TC883KAY, MSRP: \$157

Gold EVTS Service Package, PN: 82212613, MSRP: \$249

Uconnect® Web, PN: 82211856, MSRP: \$499

### **Mopar-First Features**

Mopar has introduced numerous industry-first features including:

- Camper trailers: first to introduce off-road camper trailers
- Vehicle-information smartphone apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Electronic Vehicle Tracking System (EVTS): first to introduce new vehicle tracking system that sends owner a text when vehicle is driven too fast or too far based on set parameters
- 2011 Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- WiFi: first to offer customers the ability to make their vehicle a wireless hot spot
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

### **About the Mopar Brand**

Mopar is Chrysler Group LLC's service, parts and customer-care brand.

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original-equipment parts for Chrysler, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck vehicles - a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at [www.mopar.com](http://www.mopar.com)

### **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 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.

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