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Chrysler Canada: Mopar® To Offer More Than 150 Accessories and Performance Parts for All-new 2013 Dodge Dart

- Most Offered in Compact-car Segment
- More than 150 accessories and performance parts for Dodge Dart
- Industry-first wireless charging
- Industry-first Electronic Vehicle Tracking System (EVTs)

April 27, 2012, Windsor, Ontario - When the all-new 2013 Dodge Dart arrives in showrooms across Canada later this year, consumers will have a full menu of more than 150 Mopar® accessories and performance parts from which to choose.

"By itself, our new Dodge Dart will stand out in the compact-car crowd," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "But for those who want even more customization and personalization, Mopar is offering more than 150 quality-tested accessories and performance parts."

The following is a select list of Mopar accessories and performance parts for the all-new 2013 Dodge Dart:

Performance-styled hood: Carbon fibre scooped hood, designed to give the vehicle an aggressive and sporty appearance.

Performance braking upgrade: Upgraded calipers, rotors and performance pads provide increased braking power.

Unique grille: Chrome aluminum, replaces production grille below the bumper to provide a unique appearance.

Grille cross-hatch insert: Carbon fibre-style finish, attaches to Dodge cross hatch over grille area, perfect for enhancing the "tuner" image.

18-inch wheels: Unique Mopar design, polished spokes and black-painted pockets.

Rear-air diffuser: Matte black, attaches to rear fascia to provide a unique look to the rear of the vehicle. Designed to coordinate with chin spoiler.

Front fascia appliqué: Chrome-plated appliqué slides over front/centre bumper area to provide a bright front-end appearance.

Front chin spoiler: Matte black, attaches to front fascia to give more aggressive look to the front end.

Side sills: Matte black, attaches to side rocker panels to provide a sportier appearance. Designed to coordinate with front chin spoiler and rear-air diffuser to provide a unique appearance.

Rear deck-lid spoiler: Matte black, attaches to rear deck lid for a sporty appearance.

Chrome fuel door: Made of chrome aluminum, replaces production fuel door, coordinates with chrome mirror covers and stainless steel B-pillar appliqué.

Chrome mirror cover: Chrome-plated, replaces production mirror cover.

B-pillar appliqué: Polished stainless steel, attaches to b-pillar area to enhance appearance.

Pedal kit: Bright finish, attaches to gas and brake pedals to enhance driver's foot well appearance.

Industry-first wireless charging: With a higher demand on power from phones and other battery-powered devices, this new wireless charging system allows drivers to set electronic devices in a specified charging zone and charge without wires. This is accomplished by creating a virtually invisible charging zone in the vehicle instrument panel or centre stack. Energy is then transferred from the charging pad to the device battery, utilizing a compatible device-specific case.

Industry-first Electronic Vehicle Tracking System (EVTs): Mopar's system is powered by Guidpoint Systems, the leader in GPS-enabled stolen-vehicle recovery systems. Unlike other vehicle-tracking systems, the Mopar EVTs

offers nationwide tracking without a subscription.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V10 drag-race package car
- Camper trailers: first to introduce off-road camper trailers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat S.p.A. brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. 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.ca.

75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for a line of antifreeze products in 1937. 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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