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Chrysler Group LLC Reveals Custom Vehicles Headed for 2012 SEMA Show

- Chrysler Group's 24 Mopar-modified vehicles to fill expansive 15,300-sq.-ft. exhibit
- "Moparized" Chrysler, Jeep®, Dodge, Ram, SRT and FIAT brand vehicles to take spotlight at ultimate aftermarket trade show
- Mopar to showcase more than 500 proven, quality-tested performance parts and accessories
- Recently created Mopar off-road division introduces new hard-core Jeep performance parts

October 11, 2012, Auburn Hills, Mich. - When the 2012 Specialty Equipment Market Association (SEMA) Show takes place in Las Vegas, Oct. 30 – Nov. 2, enthusiasts will see 24 "Moparized" Chrysler Group LLC vehicles on display at the ultimate aftermarket show.

Unique Chrysler, Jeep®, Dodge, Ram, SRT and FIAT brand vehicles outfitted with more than 500 Mopar performance parts and accessories will pack Chrysler Group's 15,300-square-foot exhibit at the SEMA Show.

"The SEMA show is the perfect place for us to showcase our vast portfolio of proven, quality-tested Mopar performance parts and accessories," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "We hope that show-goers look at each of these vehicles and get inspired to customize and accessorize their rides."

Following are select "Moparized" vehicles that will take center stage at SEMA:

Jeep Wrangler Sand Trooper
The Dune-in-Matte color, four-door Jeep Wrangler serves as a showpiece for the company's new portfolio of high-end, hard-core Jeep performance parts.

The Sand Trooper is powered by the new 5.7-liter HEMI® V-8 conversion kit. The conversion kit pumps out 375 horsepower and 410 lb-ft. of torque. Paired with the power of the HEMI are front and rear portal axles, providing an extra 5 inches of lift to boost ground clearance capabilities.

Massive 42-inch Super Swamper Bogger tires, endowed with the oversize style of a tractor tire, ensure the Sand Trooper will enjoy a large, aggressive presence on the SEMA show floor. Performance bead lock wheels are painted matte-black. "Moparized" Fox Shox provide racing-level ride traction and stability, while the full-length underbody skid plate prototype helps protect the exposed undercarriage of the Sand Trooper from off-road elements.

For the exterior, the Dune-in-Matte tan color of the Sand Trooper is livened up by numerous black accents throughout the vehicle, including matte-black front and rear off-road bumpers, grille, fuel-filler door, tail lamp guards and black door-sill guards. The Sand Trooper is sans top for an open-concept feel, which is amplified by Mopar half-doors. A vented hood helps the HEMI breathe, and additional Mopar products include a skid plate, Warn winch, LED off-road lights, rock rails and trailer-tow hitch receiver, providing a full arsenal of vital accessories when venturing into the unknown.

Moving inside, premium black Katzkin Leather seats incorporate the exterior feel with unique tan stitching. Interior Mopar accessories include a rearview camera, Mopar prototype CB radio, all-weather slush mats, hood lock, and locking trailside winch kit. The Mopar Add-a Trunk upgrades the Sand Trooper with secure storage, as does the under-seat and center-console locking storage and below-floor storage box.

Dodge Charger Juiced

Imagine a modern-day take on a custom street rod, mated with an emissions-friendly powerplant and a bountiful array of Mopar parts and accessories which demonstrate what the average owner can create. That's the Dodge Charger Juiced.

Front and center is the Viper V-10 Mopar crate engine, which provides the Dodge Charger Juiced with the soul of a hotrod by taking a fast car and inserting an even more powerful engine. The Viper V-10 injects a venom-worthy boost of 650 horsepower into the Charger Juiced, but tones down the emissions to remain eco-friendly. The Mopar cold air intake and Mopar cat-back exhaust provide even more horsepower and a menacing engine note, while the Mopar lowering kit tightens the ride and improves cornering.

The design of the Charger Juiced complements the aggressive lines of the Dodge Charger while evoking a custom-rod feel with a restrained subtlety. The Mopar front chin spoiler, Mopar Performance prototype hood (with a functional forward-facing intake) and roof carry a darker matte version of the custom Metallic "Copperhead" paint of the vehicle. Unique Mopar matte black hood graphics and decklid graphics are also featured. The body-color split cross hair grille boasts a Mopar grille badge, and Mopar-exclusive 20-inch lightweight wheels are also trimmed in matte black, with an accent "Copperhead" stripe.

"Copperhead" inflections reach inside of the Charger Juiced, where unique black Katzkin leather seats stand out with touches of "Copperhead" color. Accent "Copperhead" color stitching may be found on the steering wheel, shifter and armrest, and a "Copperhead" logo is embroidered on the seatbacks. The large aluminum instrument panel bezel is matte black but also touched by subtle hints of the outside hue. The interior is finished off with Mopar logo door-sill guards, Mopar logo premium carpet floor mats and the Mopar pistol-grip shifter.

Jeep Grand Cherokee Half & Half

It's easy to talk about how you can transform your ride with Mopar Performance parts and accessories. With the Jeep Grand Cherokee Half & Half, Mopar goes one step further, bringing to life an imaginative demonstration of the before and after of a Mopar-style makeover.

A zipper graphic applied down the center of the vehicle, complete with an actual giant-size Mopar zipper attached to the front bumper, hints at the dual-identity of the Jeep Grand Cherokee Half & Half. One half is a perfectly fine 2013 Deep Cherry Pearl Coat 2013 stock Jeep Grand Cherokee Laredo; the other, a highly "Moparized" Grand Cherokee that illustrates what the vehicle can be when you have hundreds of thousands of Mopar parts and accessories to choose from to personalize your ride.

Even the wheels exhibit the unique "split-screen" effect of the Jeep Grand Cherokee Half & Half. The stock side carries standard 17-inch wheels, while the "Moparized" half of the vehicle is upgraded to 20-inch chrome wheels. Additional exterior improvements on the "Mopar" side of the vehicle carry out the crisp, cool look of the chrome wheels, with chrome on the mesh-grille insert, tube steps, mirror caps, hood air deflector and fog lamp bezels. A trailer hitch with wiring harness, front tow hooks, bright license plate frame, roof rack cross bows and luggage carrier complete the exterior.

Inside, the dividing line between stock and "Moparized" continues. The Mopar segment of the Jeep Grand Cherokee Half & Half is filled with Mopar accessories, including Grand Cherokee logo door-sill guards, a bright pedal kit, all-weather mats, cargo tray, cargo net, premium Katzkin Tuscany Leather interior and remote-start capabilities.

SRT Viper

The new 2013 SRT Viper isn't just the ultimate super car. It's also the ultimate super car for accessories and performance parts, thanks to Viper owners who love to customize their Snake. The "Moparized" 2013 SRT Viper is a showcase for what may be done with a little imagination and a lot of Mopar products.

The race-inspired, customized yellow SRT Viper utilizes many lightweight carbon fiber parts, including underhood, with an exposed carbon fiber performance cross X-Brace trimmed in a satin finish, with a decal-cut Viper "Stryker" logo in the center of the unique X-Brace. Due to its carbon fiber construction, the X-Brace is close to 50 percent lighter than the factory version, with the same strength and functional stiffness. The engine cover is also constructed

of carbon fiber and aluminum, and emblazoned with the SRT logo, as is the prototype aluminum oil filler cap. Performance is also improved by a carbon fiber aero package, and for handling, Mopar coil springs aid in suspension performance.

The full black interior includes yellow accents throughout, offering subtle touches that bring the outside color to the inside. Sabelt hard-shell seats, which include a six-point safety harness, carry the yellow exterior color on the back. The seat edging is black Katzkin leather with yellow accents in the perforations, giving a subtle, tailored feel to the interior. Further touches are added with a Mopar billet aluminum shift knob and billet aluminum HVAC bezels and controls.

A fun and unique appointment is the carbon fiber bulkhead satchel, with a universal integrated quick-release camera mount, for owners who like to track their adventures with the security and convenience of a mounted camera inside the vehicle. The Viper is also modified with bright, polished chrome door-sill guards that carry the Viper logo and a race-inspired, sand-blasted aluminum Mopar bright pedal kit, with the Viper logo etched in the pedals. The footrest pedal also carries the “Stryker” logo, adding to the many surprising touches. Exterior upgrades include optional “Track Pack” wheels finished in hyperblack, a front tow hook and an LED fog lamp kit.

Chrysler 300 “Luxury”

Mopar parts and accessories add substance and style to the most elegant vehicles. Utilizing choice Mopar products and the design skill of Chrysler Group’s Product Design Office, the Chrysler 300 “Luxury” takes the premium feel of Chrysler Group’s ultimate luxury ride, the Chrysler 300, to another level.

Unique True Blue Pearl Coat exterior paint sets off the sleek proportions of the Chrysler 300 “Luxury,” and a True Blue grille surround trims the platinum mesh grille. The vehicle rolls on striking Mopar 20-inch satin carbon wheels, with an added enhancement of Mopar logo center caps. From behind the wheels, black painted calipers capture the attention. In the performance arena, the Mopar 3:91 rear axle and performance handling coilover kit help ensure a smooth, sturdy ride.

The interior helps tell the luxurious story, outfitted with premium Katzkin leather seats that provide a quilted, luxe look. Katzkin leather is also wrapped on the shift handle, a style point imported from the limited-edition Mopar ’12 300, which made its debut earlier this year. Additional Mopar accessories such as Chrysler 300 logo premium carpet floor mats, Chrysler logo illuminated door-sill guards and a bright pedal kit also upgrade the interior.

Fiat 500 Beach Cruiser

A playful take on the West Coast car customizer vibe, with a unique and entertaining surf motif, is the aim of the Fiat 500 Beach Cruiser. The unique charcoal, matte-finish grey Fiat 500 features a widened body (by a foot for both the front and rear) with old school-style fender flares that cover aluminum Mopar prototype wheels. Red paint brightens the rims, as well as satin and brushed center caps that give a clean look while hiding the lug nuts.

The exterior metal work receives a satin, brushed finish on the door handles, mirrors and Mopar fascia accents, including the front chin spoiler, and Mopar roof rack surfboard carrier. Touching all points on the vehicle, headlamps are tinted, and cues from vintage hot rod culture are found on the prototype Mopar hood and Mopar rear deck lid, which boast louvers that are both functional and also aesthetically appealing. Teak woodwork on the slats of the roof rack, which carries a custom surfboard painted to match the body, add a unique touch.

The interior of the Fiat 500 Beach Cruiser is just plain fun, with a capital “F.” Themes on the exterior make their way to the interior, with trim bezels that also carry the satin brushed finish. As with the roof rack carrier, the creative “boardwalk” inspired floor slats are finished with teak woodwork. The dark grey naugahyde high-gloss vinyl seats receive a wild touch with red-and-white “beach towel” seat inserts.

An extended shifter, capped off by a white ball, completes the interior. Performance upgrades include a Mopar exhaust and Mopar cold-air intake to provide horsepower boosts, while the Mopar strut tower brace improves handling. The FIAT 500 Beach Cruiser wouldn’t be complete without the cherry on top — a hula girl figurine, placed front and center on the dash.

Urban Ram

The Urban Ram comes ready to play, with impressive toys both under the hood and throughout the exterior. The 2013 Ram 1500 packs plenty of muscle with a 392 HEMI engine, but that wasn't aggressive enough. Add Mopar headers, a Mopar cold-air intake and Mopar performance dual exhaust with chrome tips into the mix, and the intimidation factor of the Urban Ram hits the redline. A Mopar performance handling kit and SRT rotors and brake calipers help rein in all that horsepower.

The exterior look is a clean, Modern Blue paint scheme accented with a "Mopar" blue stripe, reminiscent of the limited-edition Mopar '11 Charger, and a Mopar logo emblazoned on the rear side panel on the driver's side. The already-forceful feel of the Urban Ram is put into overdrive with a sport performance hood and body kit.

The potent look of the Ram is carried out with 22-inch R/T wheels painted hyperblack, with a Ram logo wheel center cap also done in hyperblack. The fiberglass tonneau cover matches the body color, and a bed rug, bed ambient light kit and Mopar design badge round out modifications.

Dodge Dart Carbon Fire

When the all-new 2013 Dodge Dart rolled out of the factory, it debuted with more than 150 available Mopar parts and accessories, the most in the compact-car segment. For Dodge Dart owners seeking inspiration, the Carbon Fire does the job.

On the performance end of the spectrum, the Mopar prototype carbon fiber hood offers significant weight savings. A three-piece prototype rear decklid spoiler provides downforce to keep the Carbon Fire planted through the corners, while also giving a more dramatic look to the vehicle. Silver brake calipers stand out while helping to control the Dodge Dart's power.

The charcoal grey exterior is accented with a Mopar satin black front chin spoiler and a Mopar satin black body kit underneath the Dart's fascia. The Carbon Fire sits on prototype gloss black 19-inch wheels, with Mopar logo center caps. The gloss black theme is also utilized on the prototype front fascia insert, roof and mirror covers. The prototype Mopar grille texture is another stand out, dropping the customary cross hair grille of the Dodge Dart.

The sleek feel is accentuated with light smoke headlamps and tail lamps. On the lower fascia, fog lamps are swapped for unique daytime running lights, borrowed from the Jeep Grand Cherokee SRT, and set in a unique bezel. Tinted windows hide an interior that features color cues from the exterior, with darker matte finishes on the interior bezels and Katzkin leather seats that follow the outside color themes.

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 owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format and first to offer complete vehicle-information kits in Spanish
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Wireless charging: first to introduce in-vehicle wireless charging for portable devices
- 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
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- Brand-specific customer care telephone lines: first to offer Sunday service hours for customers
- 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 and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat SpA 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 SpA, Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA 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 SpA 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.

75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for antifreeze product 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. The brand has expanded to include technical service and customer support.

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