

Contact: Beth Ann Bayus

Tom Blattler

Mopar Provides Gift Ideas for Dads and Grads

- Plenty of gift ideas for dads and grads among hundreds of Mopar accessories and merchandise items available at Mopar.com
- Authentic Mopar merchandise, including a special HEMI® 50th anniversary product line is available at WearMopar.com
- More than 280,000 proven authentic quality-tested parts and accessories are available via the Mopar e-store or through an authorized dealer

June 12, 2014, Auburn Hills, Mich. - Stumped on what to get dad for Father's Day? Looking for something fun to celebrate a recent graduate's success? Mopar is happy to provide a few great gift ideas with hundreds of fun and authentic merchandise items in addition to quality auto parts and accessories for every budget.

"Mopar has a vast selection of accessories and fun merchandise items that make great gifts for Father's Day or graduations," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "More than 280,000 proven quality-tested parts and accessories are available from the Mopar.com e-store or an authorized dealer, along with authentic apparel and gear, collectors' items and a unique HEMI® 50th anniversary line of merchandise all of which make wonderful presents for dads and grads."

Authentic merchandise for Mopar dads and die-hard gear-head graduates, including a special HEMI 50th anniversary merchandise line commemorating the introduction of the iconic second-generation (Gen II) 426 Race HEMI engine is available at WearMopar.com.

Here are just a few suggestions:

HEMI 50th Anniversary Medallion With Box — \$83.95

This handcrafted, custom, commemorative HEMI 50th Anniversary Medallion epitomizes the tradition and legacy of the HEMI 426 engine celebrating its 50th anniversary this year. Made of heavy-brass material, the special-edition medallion measures 2.75 inches in diameter, has an antique orange enamel finish and comes packaged in a cherry wood pocket box that doubles as a display stand.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70469949N>

Mopar Flashlight —\$49.95

Let Mopar light dad's way with a Brookstone car charging flashlight. Made with an aluminum barrel and rubber grip featuring a Mopar logo, this LED flashlight plugs into any standard vehicle's 12 volt DC charger, lasting as long as two hours on a single charge. The chrome and black, 6.25-inch-by-1.25-inch flashlight features a wrist strap, directional compass and includes a Brookstone gift box.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71189742N>

Mopar Bluetooth Speaker — \$66.95

Let your graduate magnify their music with an ultra-portable, compact Mopar speaker that provides size-defying sound wirelessly from any Bluetooth-enabled device up to 32 feet away. The black triangularly shaped speaker features a built-in rechargeable battery with as much as 2.5 hours of continuous playing time on a single charge via USB connection. The speaker is compatible with iPhone, iPod, iPad, Android, Blackberry and laptops devices. Measuring 2.13 inches by 2 inches by 2 inches in size, the speaker features a Mopar logo imprinted on front and comes individually packaged in a gift box.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71192842N>

Mopar Scat Pack Poster — \$15.00

Dad can go back to the good ole' days of muscle car madness with this fun Mopar Scat Pack print poster. This vivid representation of historical vehicles loved by many Mopar enthusiasts would hang proudly in any garage or man cave. The poster measures 13.5 inches by 17.5 inches and comes packaged in an individual tube container.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70519942N>

Mopar '70 Cuda B5 Wall Shelf — \$89.95

This custom-designed 1970 Cuda B5 wall shelf with two LED front headlights is a classic, one-of-a-kind accessory any Mopar dad or grad would want to hang on their wall. The front-end grill design with glass shelf is approximately 19 inches by 6 inches by 6 inches in size and can hold a range of items such as collectibles, photo frames, die casts and more.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A67041342N>

Mopar Backwoods Camo Cooler Bag — \$24.95

For dads who love to hunt or just like camouflage, this Mopar camo cooler bag makes a perfect gift. Made of nylon with silver insulation, the 10-inch-wide-by-5.5-inch-high cooler features an adjustable padded shoulder strap, a front zippered pocket, zippered access top and has a Mopar logo embroidered on the front pocket.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm;>

[jsessionid=17947CC256EFC7D3188DD943CBB31933?item=A71240742N](https://www.wearmopar.com/wear-mopar/itemdetail.htm?sessionid=17947CC256EFC7D3188DD943CBB31933?item=A71240742N)

Mopar Retro L/S Adult T-shirt — \$29.95

This limited-edition Mopar retro long sleeve 100 percent cotton T-shirt has a double-layered look, a garment-washed finish, knit-rib crew collar and hemmed cuffs. With a Mopar graphic on the front and vintage patch logos on both sleeves, it's sure to be a grad favorite. <https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A70279942>

Mopar Liquid Metal Sandwich Cap — \$17.95

The latest addition to the cap family, "liquid metal" is a six-panel, brushed-cotton, one-size, black sandwich cap with a Mopar logo on front crown and "Mopar" written on the back velcro strap.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A68952842N>

1971 Plymouth Cuda HEMI (1:24 Scale) — \$32.95

Collector dads will love this M2 Detroit Muscle 1:24 scale replica of a Tor-Red 1971 Plymouth Cuda, with decals on both front and rear windows as well as HEMI 50th anniversary logo on the top of the roof.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71022849N>

Mopar Neon Sign — \$325

Perfect for a new grad's first apartment or dad's garage, this classic blue and white, 23-inch-by-23-inch Mopar neon sign operates on regular 110-volt household current and can be displayed on a wall or in a window.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A68249942N>

Vintage Mopar 1972 Counter Stool — \$119.95

No grad's apartment or dad's garage is complete without one of these vintage logo swivel top counter stools featuring a Mopar 1972 logo on the seat. The 30-inch stool features a 2-inch-by-4-inch reinforced swivel seat and 18 gauge chrome-plated steel frame.

<https://www.wearmopar.com/wear-mopar/itemdetail.htm?item=A71669942N>

Bright Pedal Kit for Dodge Charger — \$91.80

Whose dad or grad wouldn't want gas and brake bright pedal covers for their Dodge Charger? They are made with

bright stainless steel, feature black rubber pads for added traction, and are designed specifically to fit production pedals and are easy to install.

<http://www.mopar.com/part/82211154AB?s=362630&i=2205912&b=dodge>

Mopar Shift Knob for Dodge Challenger — \$305

Mopar shift knobs will enhance the interior of any dad or grad's Dodge Challenger. The shift knob is a direct swap, installs easily and all hardware is included. It features a pistol grip shift handle, short handle, Mopar logo, and includes a shift pattern badge for shift bezel mount.

<http://www.mopar.com/part/82213391AB?s=362630&i=4363079&b=dodge>

Scat Pack 1 5.7-liter performance stage kit — starting at a U.S. MSRP of \$2,195

You know every Mopar dad or gear-head grad would love to add a Scat Pack 1 5.7 liter performance stage kit to their 2014 Dodge Challenger and 2014 Dodge Charger R/T. This stage kit offers gains of up to 18 horsepower and 18 lb.-ft. of torque, and includes a Mopar cat-back exhaust, Mopar cold air intake (dependent on vehicle) , Stage 1 performance PCM, Mopar low restriction oil filter and two Scat Pack 1 stage kit hard badges.

A complete list of authentic parts and accessories is available at www.mopar.com.

Mopar Brand

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for FCA 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.

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 customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. 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 interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>