

Mopar® Fuels Customer Journey for All FCA Brands

- Mopar offers a broad range of accessories to assist owners in personalizing their rides
- The Mopar brand's Jeep® Performance Parts portfolio continues to grow with the introduction of new lift kits, beadlock wheels and more
- Mopar Connect puts vehicle controls at owners' fingertips via smartphone, even while thousands of miles away
- Enhanced FCA Owner apps offer "augmented reality" function, vehicle-specific information, including maintenance schedules, service history and recall notices, and an industry-first Accident Assistant feature
- More than 700 drivers – both teens and parents – have been educated and trained at three "Mopar Road Ready" defensive driving events
- Designed and developed by Mopar and FCA US LLC production and race engineers, the new 2015 Mopar Dodge Charger R/T NHRA Funny Car triumphed in five of its first six events
- The Mopar brand is truly global in scope, with more than 500,000 Mopar parts and accessories distributed in over 150 markets worldwide

August 31, 2015, Auburn Hills, Mich. - The Mopar brand is on a roll in 2015 with the introduction of a broad array of new initiatives and products to assist FCA US LLC vehicle owners around the globe on every step of the customer journey.

"The Mopar brand's mission is to enhance the ownership experience for all of our customers worldwide," said Pietro Gorlier, President and CEO – Mopar Brand Service, Parts and Customer Care, FCA. "We continue to introduce new products to help owners reimagine their rides and innovative solutions to support our customers' journey throughout the entire life of their vehicles."

Fiat 500X

The all-new 2016 Fiat 500X provides plenty of opportunities for owners to customize the compact crossover, but an assist from Mopar is taking personalization possibilities to the "X-treme." The FCA US service, parts and customer-care brand will offer more than 100 Mopar accessories to personalize the latest addition to the FIAT lineup in North America.

The iconic Italian style, functionality, performance and all-wheel-drive confidence of the 2016 Fiat 500X can now be augmented with production Mopar accessories ranging from the manufacturer's suggested retail price (MSRP) of under \$20 for fender badges to \$1,775 for Katzkin leather seats.

The selection includes graphics packages, wheels, racks and carriers, cargo management tools, Mopar Electronic Vehicle Tracking System (EVTS), splash guards, slush mats and cargo mats, cat-back exhaust and more. For more information, visit <http://www.media.chrysler.com/newsrelease.do?id=16561&mid=6>.

Jeep® Performance Parts

The Jeep® Performance Parts (JPP) portfolio offered by the Mopar and Jeep brands provides serious off-roaders with high-end, hard-core quality Jeep parts, including axles, lift kits, bumpers, winches, skid plates, suspension components and more. Mopar continues to grow its off-road performance parts line, recently adding a number of Jeep Performance Parts to the expanding portfolio.

Offering added clearance for off-road obstacles as well as the ability to accommodate larger 35-inch tires, the JPP 2-Inch Lift Kit is available for two- and four-door options. The 4-Inch Lift Kit elevates the profile and performance of the Wrangler four-door and comes with specially tuned OEM quality springs, brake lines, control arms and more.

Information and part numbers were also announced for JPP big brake kits, beadlock wheels, rock rails, door checks, Dana 60 axles and flat top fender flares. For complete details, visit <http://www.media.chrysler.com/newsrelease.do?id=16470&mid=6>.

Mopar Connect

Start the vehicle, lock the doors, monitor your teen's wheel time and more — all while thousands of miles away. Mopar Connect, a smartphone-controlled safety and convenience software package, provides current Chrysler, Dodge, Jeep or Ram vehicle owners with the ability to communicate with their ride whether close by or far from home.

Owners can remotely start or stop the engine (when the vehicle is equipped with remote start) to cool down the interior during summer days or heat it up during chilly nights, before getting behind the wheel. Control of vehicle door locks, trunk, horn, flashers and alarm are also available via mobile device.

The Mopar Connect Package puts parents in the driver's seat, even when they physically aren't. Owners can receive text notifications when certain parameters are exceeded in regards to speed and location, with a curfew management feature available as well — perfect for ensuring teens are being safe on the streets. Valet mode provides added peace of mind when handing over the keys, with the ability to set geo zones and receive alerts when the vehicle is driven outside a specified mile range.

FCA Owner Apps

Mopar was the industry-first to introduce smartphone vehicle-information apps for customers. Recently, the brand has redesigned the user experience and enhanced functionality of FCA Owner apps, providing easier access to vehicle and lifestyle information via mobile devices.

Owners can tap into an "augmented reality" function, using the camera feature on mobile devices to scan and identify select instrument panel icons. Logging into the app loads a trove of vehicle-specific information, including maintenance schedules, service history and recall notices, and owners can also update vehicle mileage via their device. An industry-first Accident Assistant feature helps owners create accident records, upload insurance info, capture accident scene photos and even locate a certified FCA collision repair facility.

Owners can choose from Chrysler for Owners, Drive Dodge, Jeep Vehicle Owners, Ram Toolbox, My FIAT and Mopar Owner's Companion versions of the app; each brand version also supports other 2011-2015 FCA US brand models. All brand versions of the app are available free for download for both iOS and Android mobile devices, including phones and tablets, in both English and Spanish. For more information, visit <http://www.media.chrysler.com/newsrelease.do?id=16585&mid=6>.

"Mopar Road Ready"

The "Mopar Road Ready" program, sponsored by the FCA Foundation and supported by Mopar, is designed to teach teens safe and defensive driving techniques. Teenage drivers between the ages of 15-19 with a learner's or driver's license and at least 30 hours of driving experience are immersed in a proven curriculum taught by high-caliber instructors, with a companion experience for parents or adult guardians who take part.

More than 700 drivers — both teens and parents — were educated and trained at three "Mopar Road Ready" stops, including Pomona, California; Gainesville, Florida; and a sold-out visit to the Metro Detroit area that ended with a 200-plus wait list of additional teens and parents seeking training.

The program, developed in collaboration with the National Hot Rod Association (NHRA) Motorsports Museum and B.R.A.K.E.S. (Be Responsible And Keep Everyone Safe), combines a classroom review of core driving topics with advanced behind-the-wheel training that takes teens through a variety of on-track courses to hone their skills. For more information, visit <http://www.media.chrysler.com/newsrelease.do?id=16533&mid=6>.

2015 Mopar Dodge Charger R/T NHRA Funny Car

Mopar's commitment to professional motorsports competition was established in the 1950s when a partnership was ignited with drag racing pioneer Don Garlits. The dragstrip remains a distinctive strand of the brand's DNA. For proof, look no further than the new 2015 Mopar Dodge Charger R/T NHRA Funny Car. The body was designed and developed by Mopar brand and FCA US production and race engineers, and the drag car debuted in February 2015 with a visit to the winner's circle in its very first event.

The season-opening victory by National Hot Rod Association (NHRA) Funny Car driver Matt Hagan represented the triumphant culmination of a year-long commitment. Mopar and FCA US engineers worked hand-in-hand with Don Schumacher Racing (DSR) drivers and teams to validate, test and create a more durable, driver-friendly winning machine, one that also featured enhanced styling cues from the 2015 production Dodge Charger.

The new 2015 Mopar Dodge Charger R/T NHRA Funny Car has been undeniably dominant throughout the first quarter of the NHRA schedule. Hagan and his fellow DSR teammates Ron Capps and Jack Beckman won five of the first six races in the new Mopar body. For more information, visit <http://www.media.chrysler.com/newsrelease.do?id=16145&mid=6>.

World of Mopar

Mopar has evolved over more than 75 years into a brand with a mission to enhance the ownership experience for all FCA brand customers worldwide. The statistics below illustrate Mopar's global scope:

- More than 500,000 Mopar parts and accessories are distributed every year
- The Mopar brand has a presence in more than 150 markets worldwide
- 52 Parts Distribution Centers (PDCs) are in operation
- Mopar products reach 14,800 ship-to locations around the globe
- 27 Mopar customer-contact hubs are in operation worldwide
- The brand's global footprint includes 19.5 million square feet of warehouse space and 43 commercial offices

About Mopar Brand

Mopar (a simple contraction of the words MOTOtor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but it 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 over 150 markets around the world. With more than 50 parts distribution centers and 27 customer-contact hubs globally, Mopar integrates 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 engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers 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

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