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### **'Mopar Road Ready Powered by Dodge' Program to Help Teen Drivers in Denver Area**

- Sponsored by the FCA Foundation, supported by Mopar and Dodge, a defensive driving program geared for teenage drivers will provide sessions on Oct. 24-25 in the Denver area
- Teens between the ages of 15-19 with a learner's or driver's license and at least 30 hours of driving experience are eligible to participate
- Teens can register for one of four complimentary sessions available over two days being held at Bandimere Speedway in Morrison, Colorado
- The program is a collaborative effort with the National Hot Rod Association (NHRA) Motorsports Museum and B.R.A.K.E.S., two nationally recognized non-profit organizations
- Parents can register their teen driver at [www.mopar.com/road-ready/Denver](http://www.mopar.com/road-ready/Denver)

October 20, 2015, Auburn Hills, Mich. - Mopar will give a helping hand to young drivers in the Denver area with an advanced driving program called "Mopar Road Ready Powered by Dodge," designed to teach safe and defensive driving techniques. Sponsored by the FCA Foundation and supported by Mopar and Dodge, the program dedicated to training and educating teenage drivers will be available to those between the ages of 15-19 with a learner's or driver's license and at least 30 hours of driving experience.

The program was 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), two nationally recognized non-profit 501(c)(3) organizations that share similar missions of promoting the importance of safe and responsible driving.

Mopar encourages families to sign up their teens for the upcoming "Mopar Road Ready Powered by Dodge" program at [www.mopar.com/road-ready/Denver](http://www.mopar.com/road-ready/Denver).

"Mopar is a brand that cares about and supports all drivers, especially the youngest," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. "Distracted driving is a pressing issue for us parents, and it's an important component of our 'Mopar Road Ready Powered by Dodge' teen drivers' initiative. We've teamed with the NHRA Motorsports Museum and B.R.A.K.E.S. to offer teenage drivers the chance to safely gain experience and learn valuable defensive driving skills in a controlled environment."

"The Dodge brand wants all drivers to experience that visceral feeling that makes them fall in love with driving, and that includes making sure they feel comfortable in all situations," said Tim Kuniskis, Head of Dodge Brand and SRT Brand, FCA – North America. "The 'Mopar Road Ready Powered by Dodge' program gives new teen drivers additional opportunities to learn skills and gain valuable experience behind the wheel."

Participants will benefit from a proven curriculum and skilled high-caliber instructors provided by the B.R.A.K.E.S. organization, with both classroom education and hands-on training with a 3:1 student-to-instructor ratio, allowing for quality time with each teen. Each teen's participation in the training program will include a companion experience for a parent or adult guardian who also will actively take part.

"The B.R.A.K.E.S. program has helped more than 13,000 kids learn safe driving techniques since 2008, and we're very pleased to be able to help educate and save even more with the support of Mopar, Dodge and the NHRA Motorsports Museum," said Doug Herbert, a NHRA Top Fuel champion and popular drag racing veteran, who founded B.R.A.K.E.S. after losing his two sons in a highway accident. "It's important to all of us to have the

opportunity to teach kids to be more conscientious and focused when behind the wheel, and give them the skills to avoid trouble."

The collaborative effort has already produced four events this year in Pomona, California, Gainesville, Florida, and two stops in the Detroit, Michigan, area this past May and September. More "Mopar Road Ready Powered by Dodge" events are scheduled for early 2016, each dedicated to training and educating teenage drivers. The program expects to have impacted more than 1,500 additional young drivers and their parents, but considers the program a success if just one life can be saved.

"We are very pleased to be able to help more teens through this important program with the FCA Foundation, Mopar and Dodge, and also continue to fulfill the NHRA's original mission of promoting safe driving within the car culture," said Larry Fisher, Executive Director of the NHRA Motorsports Museum. "Since its founding in 1951, the NHRA has been dedicated to safety. With this program, we are proud to carry on Wally Park's vision of creating a safe environment for drivers, and to be able to do that with the youngest ones really makes this the perfect fit."

Parents and teens are encouraged to register for one of four available sessions, each providing four hours of valuable instruction. Sessions are available on either Saturday, Oct. 24, or Sunday, Oct. 25, with the choice of a morning session from 8 a.m. until 12 noon or an afternoon session from 1 p.m. to 5 p.m. at Bandimere Speedway.

"Mopar Road Ready Powered by Dodge" sessions will provide a brief classroom review of core driving topics, including proper seat positioning, hand positioning and basic vehicle dynamics. Advanced behind-the-wheel training will then be provided to teens, with on-track course sessions including accident avoidance (slalom), distraction, panic stop, wheel drop and wet skid pad.

"Mopar Road Ready Powered by Dodge" classes are free of charge to registered teens and their parents or guardians. A \$99 refundable registration deposit (plus processing fees) is required to secure a spot and is returned after the session. Parents can register their teens at [www.mopar.com/road-ready/Denver](http://www.mopar.com/road-ready/Denver)

For information on future "Mopar Road Ready Powered by Dodge" events, visit Mopar.com. For more information on the NHRA Motorsports Museum and B.R.A.K.E.S., please visit [www.nhra.com](http://www.nhra.com) or [www.putonthebrakes.org](http://www.putonthebrakes.org).

#### **About the FCA Foundation**

Since 1953, the FCA Foundation, the charitable arm of FCA US LLC, has invested more than \$500 million in charitable organizations and initiatives that help empower people and build strong, viable communities. The FCA Foundation invests in programs that generate meaningful and measurable societal impacts in the following areas:

- **Education** – programs that inspire young minds, particularly in the fields of science, technology, engineering and math (STEM);
- **Military** – programs that support financial and basic needs of military service members, veterans and their families;
- **Multicultural/Diversity** – programs that promote inclusion and opportunity for diverse populations; and
- **Youth Development** – programs that help young people develop the skills and leadership qualities to succeed in school, at work and in life.

Additionally, FCA US seeks opportunities to support communities through its Motor Citizens® volunteer program. This innovative program enables FCA US salaried employees to use 18 hours of paid time each year to be an *Engine for Change* by investing their time and talents in community service projects.

#### **About Dodge Brand**

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the "mainstream performance" brand, and SRT is positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015

models delivers best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and its flagship, the Dodge Viper.

## **Mopar**

Mopar is the global name for Stellantis genuine parts and authentic accessories.

A simple combination of the words MObile and PARts, Mopar offers exceptional service, parts and customer-care. Born in 1937 as the name of a line of antifreeze products, Mopar has evolved over more than 85 years to represent both complete vehicle care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era with performance parts to enhance speed and handling for both on-road and racing use. Later, Mopar expanded to include technical service and customer support, and today integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on Mopar is available at [www.mopar.com](http://www.mopar.com) and the newly redesigned Mopar blog at [www.blog.mopar.com](http://www.blog.mopar.com). For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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