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Know Your Rights: Mopar Introduces Awareness Campaign on 'Right to Request' O.E. Collision Parts

- New campaign informs owners of right to request Original Equipment (O.E.) parts for collision repairs
- Campaign includes informational ad, guidebook, images and more
- Mopar collision parts are superior to aftermarket in areas including fit, finish, corrosion resistance and material strength
- O.E. Mopar parts are created using factory specifications often not available to the aftermarket
- Accident Assistant feature directs owners to Certified FCA US Collision Repair shops
- Mopar portfolio includes more than 75,000 collision components
- Additional O.E. Mopar collision parts facts/stats

October 18, 2016, Auburn Hills, Mich. - The Mopar brand is rolling out a new multi-faceted awareness campaign designed to both inform consumers of their "Right to Request" Original Equipment (O.E.) collision parts and to highlight the benefits of choosing Mopar products over the aftermarket for collision repairs. The initiative will include a new informational ad that details the rights of owners to ask for O.E. parts for collision repairs.

The "Right to Request" ad will be featured on the brand's YouTube page, as well as on its official website at www.mopar.com/collision. A Mopar collision repair guidebook showcasing the superior fit, finish, performance, safety and warranty coverage of OEM Mopar collision products will also be distributed for display at collision shops and FCA US LLC dealers. Additional videos and images will reinforce the Mopar brand's commitment to helping repair vehicles the right way with O.E. parts.

"Consumers have the freedom to choose, and that includes the freedom to insist on O.E. Mopar collision parts to protect their investment in their vehicles," said Ross McGinnis, Vice President – Parts Sales and Field Operations, Mopar. "Owners have the right to ask for O.E. parts created by the same engineers who designed and built their vehicles in order to protect their vehicles and the people riding in them."

In some cases, repair shops can be pressed to install generic, lower-quality aftermarket parts instead of O.E. factory products. The case for insisting on O.E. parts is even more critical considering the complex technology and safety systems integrated into the manufacture of today's modern vehicles. In areas such as corrosion resistance, material strength, appearance and even packaging, O.E. Mopar collision parts provide factory performance and reliability that unknown aftermarket parts often lack.

Mopar has earned a reputation as a leader in the OEM collision parts arena. The brand was the first OEM to issue a position statement on the importance of using a scan tool, such as the Mopar vehicle diagnostic tester, for collision repairs. The Mopar Scan tool uses software that aftermarket tools may not contain to assess whether the safety and security systems of an FCA US vehicle contain active or stored Diagnostic Trouble Codes (DTCs). The tool performs up to 150 critical evaluations on maximum-optioned vehicles, including evaluations of air bag, air suspension, electronic limited slip differential and HVAC systems, among others.

The brand also introduced an Accident Assistant feature on all downloadable mobile applications, specifically created for FCA US vehicle owners. All applications, available through the two major mobile operating systems, connect owners with Certified FCA US Collision Repair shops that use O.E. Mopar collision parts.

To view the “Right to Request” Mopar collision parts ad, visit <http://www.mopar.com/collision> or www.youtube.com/mopar.

Mopar Collision: The Crash Course

- Mopar offers more than 75,000 collision components
- Mopar collision products are created using factory specifications often not available to the aftermarket
- More than 1.3 million FCA US vehicle owners have downloaded owner mobile applications for the Chrysler, Dodge, Jeep®, Ram, FIAT, Alfa Romeo and Mopar brands
- All brand apps include an Accident Assistant feature that directs owners to Certified FCA US Collision Repair shops
- More than 1,500 shops are signed up as Certified FCA US Collision Repair facilities
- More than 87,000 owners have accessed the Accident Assistant feature, of which more than 12,600 documented an accident and more than 13,000 viewed detail pages regarding a Certified FCA US Collision Repair shop
- O.E. collision parts provide an acceptable fit on 93 percent of repairs*
- Collision shops experience acceptable fit on just 54 percent of repairs using certified aftermarket parts, dropping to just 25 percent for non-certified, non-O.E. parts*
- Only six percent of O.E. parts were returned to the vendor by collision shops*
- 29 percent of certified aftermarket parts and 39 percent of non-certified, non-O.E. parts were returned to the vendor*

**Source: Body Shop Business, 2015*

Mopar

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

A simple combination of the words MOrtor 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 and the Mopar blog at www.blog.mopar.com. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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