

## **“Mopar Road Ready Powered by Dodge” Visits Denver Area for Second Consecutive Year**

- Teen safe-driving program visits Bandimere Speedway in Morrison, Colorado, on October 22-23
- Open spots remain for all four classes, with morning and afternoon sessions scheduled each day
- Safe driving classes are complimentary for teens and parents with refundable deposit
- “Mopar Road Ready Powered by Dodge” program in third year of teaching teens importance of safety behind wheel
- Program has helped train more than 2,700 teens and parents
- Register teens for Bandimere Speedway “Mopar Road Ready Powered by Dodge” classes at <http://mopar.com/road-ready/register>

October 17, 2016, Auburn Hills, Mich. - The “Mopar Road Ready Powered by Dodge” teen safe-driving program is making a return visit to Bandimere Speedway on October 22-23. Spots remain available for all four complimentary, advanced behind-the-wheel training sessions scheduled for October 22-23 in Morrison, Colorado. Parents can sign up teens at <http://mopar.com/road-ready/register>.

More than 2,700 teens and their parents — who are also eligible to participate in the program along with their children — have learned safe and defensive driving techniques through “Mopar Road Ready Powered by Dodge” training. The program first visited Bandimere Speedway last fall.

“We’re happy to return to the Denver area and once again provide teen drivers with critical skills and strategies for the road,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. “The Mopar brand loves being fast at the track, but it’s even more important to stay safe on the streets. This is why we continue to support this important initiative to educate and empower teens with tools and the hands-on experience that will help keep them safe on the road.”

“Mopar Road Ready Powered by Dodge” is aided by a 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.

“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 driving situations,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “The ‘Mopar Road Ready Powered by Dodge’ program gives new teen drivers the opportunity to learn important driving skills, gain valuable experience behind the wheel and fall in love with driving in the process.”

The advanced driving program, designed to teach safe and defensive driving techniques, is available to teens between the ages of 15-19 with a learner’s permit or driver’s license and at least 30 hours of driving experience. Participants will benefit from a proven curriculum and skilled high-caliber instructors provided by the B.R.A.K.E.S. organization. It incorporates both classroom education and hands-on training with a 3:1 student-to-instructor ratio, allowing for quality time with each teen.

Each teen driver’s participation in the training program will include a companion experience for a parent or adult guardian who also will actively take part. “Mopar Road Ready Powered by Dodge” sessions 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” Class Registration/Schedule Information**

“Mopar Road Ready Powered by Dodge” classes are free of charge to registered teens and their parents or guardians. A \$99 refundable registration deposit is required to secure a spot and is returned after the session or can be donated to the B.R.A.K.E.S. organization to help support the continuation and growth of the program.

The program will make its first stop in Austin, Texas, on December 3-4, and will return to Englishtown, New Jersey, on April 22-23, 2017, and Sarasota/Bradenton in Florida on May 20-21, 2017. Dates for 2017 visits to Phoenix and a return to Metro Detroit will be announced in the near future.

To register your teen for a 2016-2017 “Mopar Road Ready Powered by Dodge” event, visit <http://mopar.com/road-ready/register>.

To view a sneak peek video of the “Mopar Road Ready Powered by Dodge” program in action, visit [https://youtu.be/7I2-lxQW\\_nA](https://youtu.be/7I2-lxQW_nA).

## **About Dodge and SRT Brands**

The Dodge brand is America’s mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is focusing on 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 minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2017 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centers and 7-inch customizable gauge clusters, to name a few. For the 2017 model year, the Dodge brand lineup features the 25th anniversary Viper, Durango, Grand Caravan, Journey, Charger and Challenger, including the new Charger Daytona and Challenger T/A, as well as the 707-horsepower Challenger SRT Hellcat, the most powerful and fastest muscle car ever and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

## **Mopar**

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

A simple combination of the words MOtor 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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