

Contact: Ariel Gavilan  
Darren Jacobs

## **Watch Live Webcast of Mopar Product Presentation at 2017 Specialty Equipment Market Association (SEMA) Show**

October 27, 2017, Auburn Hills, Mich. - Media and enthusiasts are invited to view a live online webcast of the Mopar product presentation from the 2017 Specialty Equipment Market Association (SEMA) Show. For those unable to view the live webcast, an on-demand replay will be available at the same link immediately following the event.

**What:** Mopar SEMA Product Presentation

**When:** Tuesday, October 31

- Media briefing 7:26 p.m. (Eastern) / 4:26 p.m. (Pacific)

### **Press conference location:**

Las Vegas Convention Center  
Booth 43155  
3150 Paradise Road  
Las Vegas, NV 89109

**Mopar Webcast link:** <https://livestream.com/FCALive/MoparSEMA2017>

### **Mopar-first Features**

During the brand's 80 years, Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- wiADVISOR: first to incorporate a tablet-based service lane tool
- Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Electronic owner manuals: first to introduce traditional owner manuals on a smartphone app

### **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).

### **Follow Mopar and company news and video on:**

Company blog: [blog.stellantisnorthamerica.com](http://blog.stellantisnorthamerica.com)

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Mopar brand: [www.mopar.com/](http://www.mopar.com/)

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YouTube: [www.youtube.com/c/mopar](http://www.youtube.com/c/mopar) or [www.youtube.com/StellantisNA](http://www.youtube.com/StellantisNA)

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