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## FCA Canada: Mopar Fact Sheet

- Mopar continues to enhance ownership experience for FCA customers in more than 160 markets around the globe
- Growing portfolio of accessories includes more than 200-plus products each for all-new Jeep® Wrangler and Ram 1500
- Mopar Factory Options provide personalization opportunities before the vehicle leaves the production facility
- Express Lane celebrates 10 years of offering fast, efficient and high-quality service with more than 1,850 locations enrolled in more than 30 countries
- Mopar parts distribution centre (PDC) network continues to expand with more than 50 locations around the globe
- Mopar Vehicle Protection (MVP) plans provide peace of mind with more than 3.5 million sold worldwide in 2017
- Brand stays true to its performance roots with continuing involvement in National Hot Rod Association (NHRA) drag racing
- For more information, visit [www.mopar.ca](http://www.mopar.ca)

August 31, 2018, Windsor, Ontario - Mopar continues to drive forward in fulfilling the brand's mission of enhancing the ownership experience for FCA brand vehicle owners worldwide. Through a growing portfolio of parts and accessories, and an unwavering commitment to customer care, Mopar is working in more than 160 markets around the globe to fulfill its vision: "All in service of the people who drive us."

"At Mopar, we don't serve only our cars, we serve our customers," said Pietro Gorlier, **Head of Parts and Service (Mopar), FCA**. "And as the lifestyles and expectations of our owners change, so does Mopar. We continue to evolve by introducing unique new parts and accessories, expanding options for efficient, high-quality service and developing innovative customer-care solutions around the globe."

### **Mopar or No Car: New products for all-new Jeep Wrangler and Ram 1500**

Mopar is ready with a portfolio of more than 200 new parts and accessories each for the all-new Jeep® Wrangler and Ram 1500, giving customers the power to personalize their vehicles to fit any lifestyle.

New or redesigned products for the all-new 2018 Jeep Wrangler, available right at vehicle launch, include a Jeep Performance Parts (JPP) 2-inch lift kit, first-ever roof rack and tailgate table, LED off-road lights, tube doors, all-weather floor mats, beadlock wheels, rock rails, snorkel, mesh bikini top and much more.

Fresh product offerings for the all-new 2019 Ram 1500 include tonneau covers, toolboxes, off-road running boards, a variety of wheel options, vehicle graphics, a cab protector bar, LED off-road lights, Katzkin leather interior, a 2-inch lift kit and a cold-air intake, just to name a few.

The 200-plus lineups of new products for both the Jeep Wrangler and Ram 1500 were created through thousands of hours of testing and validation. The fit, finish and function of all Mopar parts and accessories were developed and designed to harmonize with each vehicle. The strictest standards and factory-exclusive data — information not available to the aftermarket — were used to seamlessly integrate Mopar parts and accessories down to the colour,

grain, look and line of each product.

To highlight the new menu of products available at launch for both vehicles, Mopar teamed with the Jeep and Ram Truck brands to debut select customized vehicles at high-profile events. A pair of personalized Jeep Wrangler vehicles were displayed during press days at the LA Auto Show in November, including an off-road-themed 2018 Jeep Wrangler Rubicon. An outdoor-sport-themed 2019 Ram 1500, modified with a selection of Mopar parts and accessories, was showcased at the Chicago Auto Show (CAS) in February.

In addition, the Jeep and Mopar brands joined forces to create seven new, custom-built concept vehicles for the annual Easter Jeep Safari in Moab, Utah, in March, with Mopar taking the lead on a trio of the vehicles.

#### **Arrive Customized: Mopar Factory Options provides personalization**

Owners have the option of putting their own unique spin on FCA US vehicles, even before picking up the keys.

In 2017, more than 300,000 vehicles were personalized with Mopar Factory Options. Mopar Factory Options installed at facilities in Brazil, Canada, Italy, Mexico and the U.S. allows owners to build their own unique vehicle even before taking delivery, with the added benefit of knowing that Mopar quality parts and accessories were factory installed.

Mopar Factory Options are covered by the original warranty with added accessories included in the Monroney label, giving the consumer the added advantage of having their customization included in the financing package.

#### **Fast, Efficient Service: Mopar brand's Express Lane marks 10 years**

Mopar is celebrating a decade of operation for the brand's fast, convenient Express Lane service. First introduced in 2008, Express Lane offers oil changes, tires, vehicle inspections and more. The brand marked the 10-year milestone during the grand opening of a new Express Lane facility in Pulaski, Virginia, in late April.

There are more than 1,850 enrolled Express Lane stores around the globe, located in more than 30 countries, including Argentina, Brazil, Canada, France, Indonesia, Italy, Japan, Saudi Arabia and South Africa, among others. All makes and models — not just FCA vehicles — are welcome at Express Lane locations, which feature two technicians simultaneously servicing each vehicle.

The celebration of the 10-year milestone at the grand opening of the Pulaski location calls attention to a growing number of stand-alone Express Lane facilities, which provide customers additional service points beyond the standard FCA US dealership footprint.

#### **Expanding Reach: Mopar grows global parts distribution network**

The Mopar brand continues to grow its global distribution network with the opening of two new Mopar Parts Distribution Centres (PDCs) in 2017, with locations in Romulus, Michigan, and Winchester, Virginia.

The two new Mopar PDCs represented an FCA US investment of \$22.6 million in strengthening its parts distribution network in the U.S., which features 23 PDCs in North America. Combined, the two facilities added more than 170 jobs.

Mopar has also recently expanded its international parts distribution network. In less than five years, Mopar has added four new parts distribution centres, including joint ventures in Asia, Europe and South America. Mopar has a footprint of more than 50 PDCs worldwide, including North America.

The brand recently received two honours reinforcing its commitment to providing dealers and customers with the parts they need via a sustainable, green-friendly distribution network. The Romulus Mopar PDC was honored with the prestigious LEED (Leadership in Energy and Environmental Design) Gold award, administered by the United States Green Building Council. LEED Gold certification was bestowed on the Mopar PDC after meeting strict standards in five key areas: site planning, water management, energy, material use and indoor environmental quality.

In addition, the Mopar PDC in Center Line, Michigan, earned Bronze status in FCA's World Class Logistics (WCL) methodology, making it the first FCA distribution unit in North America to reach an award level in the program. WCL empowers distribution operations through FCA US LLC to systematically reduce waste and improve quality by focusing on 10 technical and 10 managerial key pillars. In October 2017 the PDC in Volvera/None, near Turin, Italy –

the nucleus of the Mopar brand's distribution network for FCA brands in EMEA – achieved the prestigious WCL Silver level.

### **Peace of Mind: Mopar Vehicle Protection (MVP) plans**

In 2017, the Mopar brand provided peace of mind to customers around the globe through more than 3.5 million Mopar Vehicle Protection (MVP) plans sold.

MVP delivers customer care through a wide menu of plan options, offering vehicle protection packages to suit the needs of any customer, from a few years up to the entire life of their vehicle.

MVP plans complement the vehicle warranty and provide consumers the confidence that comes with factory-trained technicians using authentic Mopar parts for repairs.

### **Legacy of Performance: Mopar at the drag strip**

Mopar made its mark at the drag strip in the 1960s during the muscle-car era and continues to build on that performance heritage with its commitment to National Hot Rod Association (NHRA) drag racing. In 2018, the brand has once again teamed up with Dodge//SRT in taking aim at world titles in the NHRA Mello Yello Drag Racing Series.

Carrying the banner for the brands at the track is Mopar Dodge Top Fuel star Leah Pritchett and Mopar Express Lane Dodge Charger R/T Funny Car driver and two-time World Champion Matt Hagan, along with fellow Don Schumacher Racing Mopar Dodge Funny Car drivers Jack Beckman, Ron Capps and Tommy Johnson. Pritchett also competes in the NHRA Sportsman ranks in Mopar's modern-day package car, the Mopar Dodge Challenger Drag Pak.

New for 2018, Mopar and Dodge//SRT debuted a massive 4,800-square-foot exhibit that combines each brand's rig to form one of the largest displays on NHRA's Manufacturers Midway. Mopar also continues to reward NHRA Sportsman racers who compete and win through the long-running Mopar Contingency Program, which provides monetary awards for drivers who win or finish runner-up while utilizing the brand's valve covers, intake manifolds and cylinder heads.

### **Mopar-first Features**

During the brand's 80-plus 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

### **About Mopar**

Mopar (a simple contraction of the words MOtor and PARts) is the service, parts and customer-care brand for FCA vehicles around the globe. Born in 1937 as the name of a line of antifreeze products, the Mopar brand has evolved over more than 80 years to represent both complete care and authentic performance for owners and enthusiasts worldwide.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand's global reach distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centres and 25 customer contact centres globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide. Complete information on the Mopar brand is available at [www.mopar.ca](http://www.mopar.ca).

**FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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