

Contact: Beth Ann Bayus

Pat Caporali

Mopar at the Ready With Accessories for the All-new 2015 Jeep® Renegade

- Owners worldwide can choose from more than 100 Mopar accessories to customize their all-new 2015 Jeep® Renegade when it arrives in showrooms
- Mopar continues to emphasize its portfolio of customization accessories, timed in lock-step with newly introduced Chrysler Group vehicles
- 2015 Jeep Renegade gives Mopar brand opportunity for further expansion of its Jeep Performance Parts line

March 4, 2014, Auburn Hills, Mich. - Following the reveal of the all-new 2015 Jeep® Renegade at the 2014 Geneva Motor Show, Mopar is ready, willing and able to help personalize the Jeep brand's first entry into the small SUV segment. To help owners create a Jeep Renegade that's even more their own, Mopar will offer customers around the world more than 100 accessories when the vehicle arrives in showrooms, including Jeep Performance Parts such as a lowering kit, cold air intake and cat back exhaust.

"The all-new 2015 Jeep Renegade is a landmark expansion of the Jeep brand's global lineup, and the Mopar brand is supporting that growth by equipping Renegade owners with products to personalize their vehicles for both on-road and off-road driving," said Pietro Gorlier, President and CEO — Mopar, Chrysler Group LLC's service, parts and customer-care brand. "For each new Chrysler Group vehicle introduced, such as the Jeep Renegade, the Mopar brand is committed to assisting owners in modifying their vehicle even before driving away from the dealership."

The 2015 Jeep Renegade's best-in-class off-road capabilities, rugged Jeep styling, all-new design and portfolio of as many as 16 powertrain combinations aimed at global markets will be augmented through an array of Mopar factory-designed and tested products. As the all-new Jeep Renegade was designed to appeal to youthful and adventurous customers, Mopar is offering an accessory line that builds on the vehicle's Trail Rated capability, versatility and fun nature.

One of those accessories, the Jeep Cargo Management system, will make the most of the cargo space in the 2015 Jeep Renegade. The system features a module rack and optional accessories that mount securely to it, providing the storage solutions desired by Jeep Renegade owners.

Other available* Mopar products for the all-new 2015 Jeep Renegade worldwide will include items such as:

Exterior

- Roof box
- Trailer hitches
- Hitch-mounted and roof-mounted bike carriers
- Soft side cargo carrier
- Roof rack utility bars
- Air deflectors
- Mopar wheel center caps
- Roof mount cargo net
- Unique badges
- Camping tent and sun shelter
- Winter and water sport carriers
- Canoe carrier
- Unique 17-inch and 18-inch wheels
- Graphics packages

Interior

- Premium floor mats
- Cargo mats
- Doorsill guards
- Bright pedal kit
- Cargo liner/tray
- Collapsible tote
- Leather-wrapped shift knob
- Uconnect phone
- Spare tire kit
- Jeep-designed tire inflator kits
- Katzkin leather seats
- Slush mats
- Rear backup camera
- Cargo management system

(* Some items not available in all regions)

Owners of the all-new 2015 Jeep Renegade will have the ability to customize their ride even before taking the keys. Mopar products can be added during the ordering process and installed through Mopar Custom Shops. The vehicle will arrive at the dealership already equipped with the chosen Mopar accessories, with the additional products listed on the Monroney window sticker.

Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and FIAT SpA, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as FIAT brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and FIAT vehicles – a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi:** first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging:** first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS):** first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor:** first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V-10 drag-race package car

More than 75 Years of Mopar

Mopar (a simple contraction of the words Motor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former Chrysler Corporation built race-ready

Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. The brand has expanded to include technical service and customer support.

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>