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Enthusiasts Hit the Jackpot as Mopar® Unleashes More HEMI® Options and a Barrage of New, Authentic Performance Parts

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- 5.7-liter HEMI® Crate Engine: Drop-in Muscle with "Plug and Play" Convenience
- Complete Lineup of Classic HEMI Crate Engines
- Mopar Stage 3R Turbo Upgrade Generates 310 Horsepower for Dodge SRT4
- Mopar Performance for "Muscle, Street and Speed" Enthusiasts
- New DUB Edition Mopar Parts for Chrysler 300 and Dodge Magnum

The HEMI® hits keep coming.

Mopar®, Chrysler Group's parts and accessories brand, launched an extensive number of authentic Mopar Performance Parts here today at the 2004 Specialty Equipment Market Association (SEMA) show, led by an all-new 5.7-liter HEMI crate engine, and crate versions of classic HEMI engines from the past.

In addition, Mopar continues to deliver performance upgrades for the growing sport compact segment, including an all-new Mopar Stage 3R Turbo Upgrade Kit for the dominant car in the sports compact car market, the Dodge SRT4. The Stage 3R kit pushes the performance of the Dodge SRT4's 2.4-liter turbocharged engine to 310 horsepower.

"Mopar's mission is to deliver authentic performance parts and accessories to the most passionate automotive enthusiasts, allowing them to enhance and personalize their Chrysler, Jeep® and Dodge vehicles," said Chris Cortez,

Senior Vice President – Global Service and Parts.

According to the Specialty Equipment Market Association (SEMA), the aftermarket industry generates \$29 billion annually, with about \$5 billion coming from performance parts and accessories.

"Mopar clearly recognizes the continuing growth of the aftermarket industry - particularly the performance parts and accessories arena," Cortez said. "The performance craze is only going to get bigger, so it's important that we stay close to all of our customers – muscle car enthusiasts, racing fans and those enamored with the street scene."

Mopar's theme - evident in its SEMA display area - is "Muscle, Street and Speed," which describes the three attitudes of Mopar Performance and its enthusiast base of customers.

Following are the most recent additions to the Mopar Performance Parts lineup:

Mopar Performance 5.7-liter HEMI Crate Engine

Offered in multi-port injection (MPI) and carbureted versions, the Mopar 5.7-liter HEMI crate engine represents the marriage of modern technology to classic Mopar muscle - everything from classic 1960s- and 1970s-era Chrysler muscle cars to late-model Dodge trucks.

Initial construction of the Mopar Performance 5.7-liter HEMI crate engine, which features a cast iron cross-bolted cylinder block with aluminum HEMI twin-plug cylinder heads, takes place at the Saltillo (Mexico) Engine Plant. It is then modified to include an integrated "plug and play" engine controller for easy installation into most vehicles.

The Mopar Performance 5.7-liter HEMI crate engine produces 360 horsepower at 5700 rpm and 360 lb.-ft. of torque at 4500 rpm.

Mopar Performance 540 Aluminum HEMI Crate Engine

For muscle car enthusiasts seeking the biggest and most power available in a crate engine, Mopar delivers the new 540 cubic-inch aluminum HEMI crate engine.

Available carbureted, blown or show-polished, the 540 cubic-inch aluminum crate engine delivers 650 to more than 900 horsepower, depending on engine configuration.

Mopar Performance 528/472/426 HEMI Crate Engines

First brought to market in 1991, Mopar introduces all-new versions of the classic 426 HEMI, now producing 465 horsepower and 486 lb.-ft. of torque; the 472 HEMI, with 525 horsepower and 540 lb.-ft. of torque; and the massive 528 HEMI, boasting 610 horsepower and 650 lb.-ft. of torque.

Each of these Mopar HEMI crate engines include all-new components built to original specifications, and are delivered completely assembled, from the intake manifold to the oil pan.

Mopar Performance Dodge SRT4 Stage 3R Turbo Upgrade Kit

The Dodge SRT4 is the hottest car in the popular sports compact car market. With its Stage 3R Turbo Upgrade Kit, Mopar makes it even hotter.

The 2.4-liter turbocharged engine in the stock Dodge SRT4 generates 230 horsepower and 250 lb.-ft. of torque. The Mopar Performance Dodge SRT4 Stage 3R Turbo Upgrade Kit boosts power to an unheard of - in this segment - 310 horsepower (with 91 octane fuel) at 5600 rpm and 325 lb.-ft. of torque between 3200 and 4800 rpm.

A 16 percent larger compressor wheel diameter is featured with the kit's turbo unit, allowing for increased air flow and additional intake air compression. A 19 percent larger turbine wheel diameter increases exhaust flow and reduces back pressure.

When the kit is accompanied by the Mopar Performance Cat-Back Exhaust System and "Turbo Toys" - a package consisting of an intercooler sprayer, "Dial-A-Boost" switch and a high-octane fuel switch - performance is upgraded further to a phenomenal 355 horsepower (with 100-octane fuel) at 5200 rpm and 365 lb.-ft. of torque at 3200-4800 rpm.

Mopar Performance Stage 3R Damper Kit

Mopar Performance designed its Stage 3R Damper Kit with the serious club sport driver in mind. It features independently adjustable rebound and compression on each damper, while offering drivers their choice of a range of spring rates, depending on the type of road racing or street use.

The Mopar Performance Stage 3R Damper Kit is offered as a set of shock absorbers similar to Mopar's Stage 2 and Stage 3 systems - but without springs. In order to allow the driver to match the spring rates to the driving situation, Mopar Performance offers a variety of race springs for the Stage 3R kit.

Mopar DUB Edition Performance Parts and Accessories

Mopar is introducing a new line of Mopar DUB Edition parts and accessories at the 2004 SEMA show. Mopar and DUB have partnered on a number of special edition parts for the Chrysler 300 and Dodge Magnum.

Included in the Mopar DUB Edition parts and accessories are floor mats, a chrome package, sill plates, lowering springs, a three-inch performance exhaust and a special-edition Jacob & Co. diamond-studded clock for the Chrysler 300C.

Mopar Performance Parts are designed and tested by Chrysler Group's Street and Racing Technology (SRT) engineers specifically for Chrysler Group vehicles - a claim no aftermarket company can make. All of the testing is done in-house, making Mopar Performance parts the preferred parts for serious street enthusiasts and competitive racers.

Mopar is based in Center Line, Mich., and is the exclusive original equipment supplier of parts for Chrysler, Jeep and Dodge vehicles.

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