

Contact: Ariel Gavilan

Pat Caporali

## Mopar Announces Accessory Pricing for the All-new 2016 Fiat 500X

- More than 100 genuine Mopar accessories have been designed especially for the all-new 2016 Fiat 500X, the brand's first all-wheel-drive model
- Mopar quality products ready to help owners of the 2016 Fiat 500X customize both the exterior and interior of their new vehicle

June 11, 2015, Auburn Hills, Mich. - The all-new 2016 Fiat 500X provides plenty of opportunities for owners to customize the compact crossover, but an assist from Mopar is taking personalization possibilities to the "X-treme." FCA US service, parts and customer-care brand will offer more than 100 Mopar accessories to personalize the latest addition to the FIAT lineup in North America.

The iconic Italian style, functionality, performance and all-wheel-drive confidence of the 2016 Fiat 500X can now be augmented with a healthy selection of production Mopar accessories ranging from a manufacturer's suggested retail price (MSRP) of under \$20 to \$1,775.

"The addition of more than 100 Mopar accessories from which to choose provides customers unlimited potential for giving an even more distinct and unique personality to the all-new 2016 Fiat 500X," said Pietro Gorlier, President and CEO — Mopar Brand Service, Parts and Customer Care, FCA.

Some of the more than 100 genuine Mopar accessories available for the all-new 2016 Fiat 500X include:

**Graphics packages:** 14 different exterior graphics packages will be available at launch to personalize the Fiat 500X, including the Special Edition "Rebel" Graphics Package, which includes red hood, roof and spoiler graphics, as well as red and grey bodyside graphics. Additional graphics packages are available ranging from a MSRP of \$100 to \$495 to help personalize your new ride.

**Wheels:** Owners can choose from 18-inch wheels in three different and unique color options, with a fourth option available in July, to dress up the new compact crossover for a MSRP of \$275 per wheel.

**Racks and carriers:** For bikes, skis, snowboards, luggage and more, Mopar offers a variety of racks and carriers to fit the new Fiat 500X, allowing owners to take their adventure on the road. MSRP pricing for racks and carriers range from \$50 to \$579 and require black roof side rails (\$355) and removable cross bars (\$163) for installation.

**Katzkin seats:** Owners can transform the interior of their Fiat 500X with premium leather Katzkin seats when they become available this July. Prices range from \$813 for uninstalled seats to \$1,775 for installed seats.

**Cargo management:** Accessories, including a telescopic bar, collapsible crate, cargo trays and more, are available starting from \$50 to help secure items and protect against spills, dirt, grease and grime.

**Mopar Electronic Vehicle Tracking System (EVTS):** A state-of-the-art GPS-enabled stolen vehicle recovery system that helps protect the vehicle, along with additional available security features. The unit is available for a MSRP of \$499 with additional security feature packages ranging from \$149 to \$463.

**Splash guards:** Designed to fit the contours of the Fiat 500X, front and rear splash guards provide added protection from road debris and stone chips and are available for less than \$50.

**Slush mats and cargo tray:** Customers can keep their vehicle's interior pristine with slush mats (\$85) and a cargo tray (\$75), which feature molded, deep ribs to protect a vehicle's carpet and keep it clean by trapping and holding water, snow and mud.

**Cat-back exhaust:** Owners can add extra horsepower and torque along with a deeper, more aggressive tone to their ride with the installation of a cat-back exhaust system available for a MSRP of \$995 when it becomes available this June.

**Extra color personalization:** Customers can now also coordinate or accent their vehicle's unique look by mixing and matching the multiple color combinations available for mirror covers at \$95, bodyside molding for \$315 and vehicle graphics starting at \$100.

**Mopar Web:** The Mopar Web Wi-Fi service kit is comprised of a module (\$395) and harness (\$100) and enables owners of the new Fiat 500X to securely conduct online activities in their vehicle as it becomes a roving hotspot, allowing five Wi-Fi-enabled devices to connect to the Internet.

**Spare tire kit:** This essential addition to any new 2016 Fiat 500X includes a mounted spare tire, jack and jack tool, screwdriver, tie down and bag to keep all the components together for \$295.

**Additional parts & accessories:** A variety of quality Mopar parts and accessories to dress up the new Fiat 500X are available for under \$100 including a set of four FIAT valve stem covers (\$18), a variety of fender badges (\$19.50) to choose from, license plate covers with the 500 logo in chrome or satin black (\$38), a chrome hood spear (\$95) and chrome door sill guards with the 500 logo (\$85).

For additional information on the Mopar catalog of genuine quality parts and accessories for the 2016 Fiat 500X, visit <http://blog.mopar.com/tag/500X/>

### **About the 2016 Fiat 500X**

The 2016 Fiat 500X is the latest addition to the FIAT lineup in North America, delivering the Italian design and engaging driving dynamics that are synonymous with the FIAT brand. The 500X offers an advanced all-wheel-drive system, functionality and a full array of safety, comfort and convenience features. The all-new crossover features two engine options, an available nine-speed transmission and an all-wheel drive system with a disconnecting rear axle for improved fuel efficiency. The Fiat 500X is available in five trim models and 12 exterior colors to offer the personalization options for which FIAT vehicles are known. Crafted in Italy at the Melfi assembly plant, the all-new Fiat 500X will arrive in FIAT studios in North America in the second quarter of 2015.

### **About Mopar Brand**

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but it truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 27 customer contact hubs globally, Mopar integrates service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for FCA brands.

Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers 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](http://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

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