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FCA Canada: Mopar Unleashes Limited-edition Mopar '16 Ram Rebel

- Mopar Custom Shop offers new Mopar '16 Ram Rebel
- Upgrades include 17-inch satin black wheels, black front bumper skid plate, wheel flares, serialized badge, special Mopar graphics and more
- Cat-back exhaust and cold air intake among additional dealer-installed products available to take personalization to next level
- Only 500 Mopar '16 Ram Rebel vehicles to be produced (100 for the Canadian market)
- Each vehicle to include custom owner's kit with Mopar '16 merchandise, brochure and unique metal birth certificate
- First limited-edition Mopar-modified vehicle designed for truck segment
- Mopar '16 follows successful line of limited-edition Mopar-modified vehicles, starting with Mopar '10 Dodge Challenger

June 16, 2016, Windsor, Ontario - The Ram Truck and Mopar brands announced today the introduction of the Mopar '16 Ram Rebel, the most recent limited-edition vehicle created using a unique selection of performance parts and accessories from the service, parts and customer-care brand of FCA US LLC.

The Mopar '16 Ram Rebel will feature a limited production of just 500 vehicles (100 for the Canadian market), upgraded with Mopar Custom Shop options. Additional parts and accessories are available at the dealership for even further customization.

"We are excited to team up with our friends at the Ram Truck brand to offer the first limited-edition Mopar vehicle for full-size truck enthusiasts," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. "The already formidable Ram 1500 Rebel is a perfect canvas for unique Mopar accessories and performance parts developed to reinforce the rugged personality of the Rebel."

The Mopar '16 Ram Rebel marks the first limited-edition Mopar-modified vehicle designed for the truck segment. It follows the Mopar '10 Dodge Challenger, Mopar '11 Charger, Mopar '12 Chrysler 300, Mopar '13 Dart, Mopar '14 Challenger and Mopar '15 Charger R/T as another example of how customers can have Mopar flair and performance even before taking the keys.

The Mopar '16 Ram Rebel starts with the Ram 1500 4x4 Rebel Crew Cab, built at the Warren Truck Assembly Plant in Warren, Michigan. Two colour options will be available: Flame Red/Brilliant Black two-tone or Brilliant Black monotone.

"The new Ram Rebel has been a solid addition to the Ram lineup, providing customers with a truck that can deliver the added capability that their active lifestyles demand," said Mike Manley, Head of Ram Brand, FCA – Global. "The Mopar '16 content illustrates how customers can easily personalize a Ram truck with factory backed accessories."

A Mopar Custom Shop package created for the Mopar '16 enhances the already unique exterior design cues of the Rebel. The package includes an aluminum, dual bezel sport performance hood embellished with a matte-black hood graphic. Off-road wheel flares bulge out to add both style and substance. A special Mopar blue-and-black graphic stripe accents both sides of the Mopar '16, as well as the tailgate.

The package also features a skid plate to guard the power steering box and substitutes a black front bumper skid plate for the standard billet silver colour. Seventeen-inch satin black wheels tie-in with the blacked-out front for added continuity and visual appeal. Rounding out Custom Shop content is a serialized Mopar '16 glove box badge and a set of stainless-steel door sill guards, with the front sill guards embossed with the Ram logo.

Factory features include a 5.7-litre HEMI® engine paired with an eight-speed TorqueFlite automatic transmission, transfer case and front suspension skid plates, black tubular side steps, spray-on bedliner and a tri-fold tonneau cover emblazoned with the Ram logo.

Optional parts and accessories are available at the dealership for those who want to take personalization of the Mopar '16 Ram Rebel to the next level. In the performance arena, a cold air intake and cat-back exhaust system free up the flow of the HEMI V-8 engine while adding an aggressive sound.

The limited-edition vehicle will be available in both the U.S. and Canada, with a Canadian Manufacturer's Suggested Retail Price (MSRP) starting at \$62,760.

Mopar '16 Ram Rebel will arrive at select dealerships in the summer. For more information on the Mopar '16 Ram Rebel, customers can contact a local FCA Canada dealership.

About Ram Truck Brand

Since its launch as a stand-alone division in 2009, the Ram Truck Brand has steadily emerged as an industry leader with North America's longest-lasting line of pickups.

Creating a distinct identity for Ram Trucks has allowed the brand to concentrate on core customers and features they find valuable. Whether focusing on a family that uses a Ram 1500 day in and day out, a hard-working Ram 3500 Heavy Duty owner or a business that depends on its Ram ProMaster commercial van every day for deliveries, Ram has the truck market covered.

In order to be the best, it takes a commitment to innovation, capability, efficiency and durability. Ram Truck invests substantially in its products, infusing them with great looks, refined interiors, durable engines and exclusive features that further enhance their capabilities.

Moving into the 2016 model year, Ram continues to beat the competition in the most sought-after titles, fuel economy, payload and towing capacity:

- Best-in-class fuel economy with exclusive EcoDiesel – 29 mpg with Ram 1500
- Best-in-class towing capability – 31,210 pounds with Ram 3500
- Best-in-class payload – 7,390 pounds with Ram 3500
- Best-in-class torque – 900 lb.-ft. with Ram 3500 Cummins Turbo Diesel

Truck customers, from half-ton to commercial, have a demanding range of needs and require their vehicles to provide high levels of capability. Ram Trucks are designed to deliver a total package.

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 25 customer-contact centres 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.

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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