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Mopar Express Lane Service Speeds to Milestone: 1,000 Operational U.S. Stores

- Mopar Express Lane celebrates opening of 1,000th operational location in United States
- Store outside Chicago also marks opening of Mopar brand's first official offsite stand-alone Express Lane store
- Head of Mopar Pietro Gorlier welcomed first official customer at 1,000th Express Lane location
- Express Lane enables FCA US LLC dealerships to offer quick, convenient oil changes and light maintenance
- More than 1,850 Mopar Express Lane dealers enrolled globally
- With Magneti Marelli Offered by Mopar parts, Express Lane stores can service all major makes

July 6, 2016, Bradley, Illinois - Mopar Express Lane, the quick, convenient, no-appointment-needed quality service offered at many FCA US LLC dealerships, is celebrating a major milestone: the opening of the 1,000th Mopar Express Lane store in the United States.

Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global, attended the grand opening of the new Express Lane store, located in Bradley, Illinois. Store owner David Taylor and local dignitaries joined Gorlier in a ceremony welcoming the first official customer at the landmark 1,000th store.

“Reaching our 1,000th operational Mopar Express Lane location reinforces the commitment of our brand and our dealerships to providing a top-notch customer experience,” said Gorlier. “Most Mopar Express Lane outlets are also open on Saturday, providing owners with plenty of options to fit vehicle maintenance into their busy schedules. And with Magneti Marelli Offered by Mopar products, our Express Lane stores can service not just FCA US vehicles but all major makes. With its premium amenities, this Express Lane sets a new standard in customer service.”

The new 12,500-square-foot Express Lane facility offers unique appointments, including a lounge area with concierge service, charging stations and Wi-Fi to keep connected, a complimentary car wash and additional perks, such as complimentary nail service once a week to pamper customers as they wait.

As with most Express Lane outlets, the location also offers weekend hours. The facility utilizes premium products, such as Pennzoil and Magneti Marelli Offered by Mopar products.

“We’re honored to open our garage doors today as the 1,000th Mopar Express Lane store,” said owner Taylor. “This facility was developed with a customer-centric approach and we trust our clients will love the exclusive amenities, convenient service and the confidence that comes from having their vehicles maintained by factory-trained technicians.”

The new facility also represents the first official offsite stand-alone Express Lane store. Taylor also owns Taylor Chrysler Dodge Jeep® Ram, located in Bourbonnais, Illinois, a few miles away from the new Express Lane outlet. All previous Express Lane stores have been incorporated into a dealership’s primary location.

As part of the celebration, two-time NHRA Funny Car champion Matt Hagan is scheduled to meet fans and sign autographs from 4 to 7 p.m. at the grand opening, with Hagan’s Mopar Express Lane Dodge Charger R/T Funny Car on display. Taylor CDJR will also offer fans the chance to win tickets to the Route 66 NHRA Nationals, scheduled to take place later that week in Joliet.

First introduced in spring 2008, Mopar Express Lane offers oil change and light maintenance service done fast and done right. Each visit includes a complimentary multipoint vehicle inspection, with a top-to-bottom checkup that helps owners hit the road worry free. Bulbs, wiper blades, batteries, tires and air filters are just a few of more than 30 items inspected during the checkup.

Including the 1,000 operational Mopar Express Lane locations in the United States, more than 1,850 dealers are enrolled around the globe. Mopar Express Lane stores can be found in more than 15 countries, including Brazil, Saudi Arabia and Japan. Dealerships are able to offer owners dependable, routine vehicle service performed by factory-trained technicians.

Dealerships adding Mopar Express Lane service average a 42 percent increase in business/sales within the first year and a 40 percent increase in total oil sales within the first year, with potential for additional growth.

Mopar Express Lane: By the Numbers

- 15: Countries offering Mopar Express Lane Service
- 30+: Items checked as part of free Express Lane vehicle inspections
- 1,000: Operational Mopar Express Lane stores (U.S.)
- 1,850+: Enrolled Mopar Express Lane stores (Global)
- 2008: First Mopar Express Lane introduced

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 centers and 25 customer contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Complete information on the Mopar brand is available at www.mopar.com. Mopar is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

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