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FCA Canada: Mopar Celebrates 80 Years with Debut of Mopar '17 Dodge Challenger

- Limited-edition vehicle to offer exclusive Mopar Custom Shop, hand-painted exterior features
- Only 80 models each of two colour options will be produced to celebrate Mopar brand's 80th anniversary
- Vehicle includes commemorative owner's kit and serialized Mopar '17 80th Anniversary badge
- Mopar '17 Dodge Challenger to begin arriving in dealerships in second quarter 2017

February 10, 2017, Windsor, Ontario - The Mopar brand continues the celebration of its 80th anniversary with the introduction of the limited-edition Mopar '17 Dodge Challenger.

The vehicle offers a pair of hand-painted, custom show car trim options. Only 80 models will be available in Pitch Black/Contusion Blue, with another 80 in Pitch Black/Billet Silver, in a nod to 80 years of the Mopar brand.

The Mopar '17 Dodge Challenger also includes Mopar performance parts, accessories, an exclusive owner's kit and a serialized badge.

"Since its birth in 1937, Mopar has evolved from the name of an antifreeze product to a global customer-care brand," said [Pietro Gorlier](#), Head of Parts and Service (Mopar), FCA – Global. "The Mopar '17 Dodge Challenger, our latest limited-edition vehicle, is a testament to this philosophy, showcasing how Mopar assists owners in personalizing all FCA US vehicles."

The Mopar '17 Dodge Challenger joins an exclusive club as the eighth limited-edition, Mopar-modified vehicle delivered straight from the factory. In 2010, the brand produced the first of an ongoing series of limited-edition vehicles, the Mopar '10 Challenger. Other low-run, factory-produced Mopar rides would follow: the Mopar '11 Charger, Mopar '12 300, Mopar '13 Dart, Mopar '14 Challenger, Mopar '15 Dodge Charger R/T and Mopar '16 Ram Rebel.

Mopar '17: Exterior

The Mopar '17 Dodge Challenger begins turning heads through its exterior and a pair of two-tone custom paint options achieved with an assist from the Mopar Custom Shop. Contusion Blue and Billet Silver hues are pulled from the Dodge brand's colour palette, with the upper portion of the Mopar '17 hand-painted Pitch Black at the Mopar Custom Shop to achieve the striking two-tone appearance.

The Contusion Blue colour conveys a tone-on-tone look, providing a subtle, hiding-in-plain-sight feel at night and a brilliant appearance in daylight. Billet Silver offers a more high-impact, high-contrast exterior colour. The inherent bodylines of the Dodge Challenger are used to transition from Pitch Black to Contusion Blue or Billet Silver, providing a seamless segue point.

A special Mopar 392 logo, also hand-painted on at the Mopar Custom Shop, gives an additional custom touch.

The upper exterior is unified with Pitch Black accents. The standard satin black of the Shaker Hood package by Mopar and Shaker Hood scoop surround is painted Pitch Black. The rear decklid spoiler also receives the Pitch Black treatment, and the Mopar Design badge on the spoiler is turned black-on-black.

20 x 9-inch aluminum wheels are embellished with semi-gloss accents, and centre caps feature the Dodge logo. Standard chrome exhaust tips are replaced with Dodge Challenger SRT Hellcat black exhaust tips.

Mopar '17: Performance

The six-speed manual transmission Mopar '17 Dodge Challenger also makes a powerful performance statement that enhances the base Dodge Challenger R/T 392. The 6.4-litre, 392 HEMI® engine pumps out 485 horsepower and 475 lb.-ft. of torque and is augmented by the Shaker Hood package by Mopar, which provides performance gains with a hint of vintage styling. The scoop is embellished with Shaker badging.

A Mopar cold air intake also delivers a performance boost and is aided by an air catcher duct system via the headlamp. The upgrade, inspired by the Dodge Challenger SRT Hellcat, feeds additional cold air into the vehicle. Mopar Shaker strut tower braces and caps are silver powder-coated and increase rigidity and handling of the Mopar '17 Dodge Challenger. Four-piston Brembo brakes provide stopping power.

Mopar '17: Interior/Exclusive Content

Heading inside, performance seats are the star, customized with Tungsten Mopar logos embroidered on the seatbacks. Tungsten stitching matching the Mopar logo borders the seats and continues throughout the vehicle, touching the door panels and additional interior areas.

Befitting its limited-edition origins, the Mopar '17 Dodge Challenger is delivered with exclusive content that highlights the vehicle's prestige and collectability. A special serialized Mopar '17 80th Anniversary badge is included under the hood, announcing 1-80 of the Contusion Blue version and 1-80 of the Billet Silver option.

Each customer will receive a special Mopar '17 Owner's Kit, packaged in a custom Mopar box that includes:

- Mopar welcome letter
- "Birth certificate" with vehicle specifications, date of manufacture and proprietary vehicle number
- Hand-signed Mopar '17 rendering from the FCA US LLC Product Design Office
- Special Mopar '17 booklet
- Customized acrylic memorabilia showpiece
- Mopar valve stem caps
- Mopar-branded items including a Mopar '17 keychain and a Mopar 80th anniversary badge

The Mopar '17 Dodge Challenger will begin arriving in select dealerships in early second quarter 2017.

The Mopar '17 Dodge Challenger will be displayed at the [Chicago Auto Show](#).

About Dodge and SRT Brands

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is focusing on its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the mainstream performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2017 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, active exhaust, cold-air induction, 8.4-inch touchscreen Uconnect infotainment centres and 7-inch customizable gauge clusters, to name a few. For the 2017 model year, the Dodge brand lineup features the 25th anniversary Viper, Durango, Grand Caravan, Journey, Charger and Challenger, including the new Charger Daytona and Challenger T/A, as well as the 707-horsepower Challenger SRT Hellcat, the most powerful and fastest muscle car ever and the Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world.

Mopar-First Features

During the brand's 80 years, Mopar has introduced numerous industry-first features including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- wiADVISOR: first to incorporate a tablet-based service lane tool
- Electronic Vehicle Tracking System (EVTs): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters

- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format

80 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARts) was born on August 1, 1937, as the name of a line of antifreeze products. Mopar has since evolved over 80 years to serve as the total service, parts and customer-care brand of all FCA vehicles around the globe.

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

For 80 years, Mopar has been the source for genuine parts and accessories for all FCA brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide.

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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