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## **In Geneva, all eyes are on the Jeep® Wrangler Rubicon 1941 designed by Mopar**

- The exceptional Wrangler Rubicon 1941 struts its stuff on the Jeep® stand in Geneva
- European preview of a special 100 percent street legal off-road configuration
- Full Jeep Performance Parts by Mopar trim takes the desire for adventure to the max
- Also in the spotlight, an urban version of the Wrangler Sahara, sporting Authentic Accessories by Mopar and chromed details
- A Jeep Renegade in the new Bikini livery, designed for adventures in the city, using Authentic Mopar Accessories, is the centrepiece of the stand
- The Authentic Accessories powered by Mopar and dedicated services enhance the potential of all the FCA Group cars and also stand out on the Alfa Romeo, Fiat and Abarth stands

March 5, 2019, Geneva - The new Jeep® Wrangler Rubicon 1941 designed by Mopar makes its European debut at the Geneva International Motor Show with bespoke 100 percent street legal trim that takes the desire for adventure to the max.

Like all accessories produced by Mopar, Jeep Authentic Accessories provide owners with maximum functionality, safety, style and performance because they are created by the same team that designs the original Jeep vehicles.

The latest ultimate example of that is the new Wrangler Rubicon 1941, fitted with Jeep Performance Parts that enhance and build on its legendary off-road capability. For proof, look no further than the 2-inch suspension lift kit, the snorkel, rock rails, black door sill, black fuel filler door and all-weather mats. The finishing touch to this tough configuration is a 1941 livery that commemorates an important year for the Jeep brand: the first appearance of the original Willys Jeep.

That heritage is evoked on other details of the vehicle such as the wheel, gear knob and tailgate table. The vehicle is also enhanced with other Authentic Accessories selected from a Jeep Wrangler range numbering more than 200 accessories: matte black seven-slot front grille, mud guards, off-road lights and mirror caps, all contrasting with the Hella Yella yellow paintwork. The Mopar customization continues inside with black mesh sun bonnet and front grab handles. The Wrangler 1941 is officially approved by both Mopar and Jeep to deliver the true off-road experience to customers, while maintaining the 100 percent street legal appearance.

In Geneva, the special 1941 configuration is presented on the Rubicon model. It will also be available, from summer 2019, on all Wrangler 2.2-liter diesel versions, and also on both the Sport and Sahara trims.

Mopar doesn't only mean "off-road", but it also injects "inner city" character into the Jeep range, such as the Wrangler Sahara in urban trim with chrome fuel cap and door sill guards that clearly stand out from the Ocean Blue color body.

Finally, a Jeep Renegade Limited, sporting the all-new Bikini body color, is also characterized by a special urban look, featuring door sill guards with Jeep logo, front air dam, new sill trims and rear scuff plate in Subshine Grey, which is the same color as seen on the mirror caps and front grille. The cabin offers a cargo organizer and carpet mats.

### **Comprehensive, State-of-the-art Offering**

It's not only about Jeep in Geneva. A selection of creations and customisations powered by Mopar for Alfa Romeo, Fiat and Abarth vehicles will also be making statements on the other FCA brand stands.

The accessories developed for Alfa Romeo are unique and distinctive, ideal for enhancing the sportiness and unique personality of the Giulietta, Giulia and Stelvio. Fine materials such as carbon add character to the mirror cap, radiator grille, spoiler, gear knob and door sill guards, while the textured tones of Miron personalize the specific alloy wheels.

The Alfa Romeo-branded puddle lights, and the dark tail lamps on Stelvio are just some of the characterising elements to be found on the stand in Geneva, both on board the vehicles and on display in the elegant display cases.

On the Fiat stand, two display cases will house a selection of Fiat Authentic Accessories: the Carbon Pack for Tipo Sport and the Dark Pack for 500X. The first pack features a number of carbon details with a markedly racing style, such as the full front and rear bumper kits, side skirts, rearview mirror covers and door handles. The vehicle, in the Tipo Sport version, is equipped with the same accessories in the "Dark Pack." And the captivating 18-inch rims are also available as optional extras.

In the second are aesthetic Packs for 500X, created through the know-how of the experts at Mopar to emphasize the inherent elegance, design and sporty style of this Italian crossover by Fiat. Finally, some of the key Authentic Accessories developed by Mopar for the Abarth 124 Spider include the carbon fiber hard top. High-tech, lightweight and safe, it gives the car a true coupé style while retaining all the excitement and driving pleasure only a genuine roadster can offer. The sportiness of the vehicle and its performance in terms of road holding are also boosted by the specific strut bar, while the mesh luggage rack organizer with Mopar logo enables load optimization, ensuring maximum freedom on the road.

For more on Mopar news in Europe, please visit <http://www.moparpress-europe.com/>

### **About Mopar**

Mopar (a simple contraction of the words MOTO 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.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle 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. Complete information on the Mopar brand is available at [www.mopar.com](http://www.mopar.com).

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