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FCA Canada: Mopar Celebrates a Decade of Customization with Limited-Edition Mopar ’19 Dodge Challenger

- Debut commemorates 10 consecutive years of factory-vehicle customization with exclusive Mopar performance parts and accessories
- Available in Pitch Black or White Knuckle, Mopar ’19 Dodge Challenger offers exclusive Mopar Shakedown graphics, Shaker Hood and custom interior appointments
- The limited-production Mopar ’19 Dodge Challenger is due to start arriving in dealerships in fourth quarter of 2019

August 29, 2019, Windsor, Ontario - Mopar celebrates a decade of factory-vehicle customization with the unveiling of the Brampton-built Mopar ’19 Dodge Challenger. Based on the 2019 Dodge Challenger Scat Pack 392, the Mopar ’19 Challenger carries several exterior and interior features only available on this limited production Mopar-branded muscle car.

“Over the last decade, we’ve customized an impressive group of vehicles with exclusive Mopar performance parts and accessories that our enthusiast customers crave,” said Mark Bosanac, Head of Mopar Service, Parts & Customer Care, FCA - North America. “This year we’re commemorating our tenth Mopar build with another unique and collectible Dodge Challenger, which continues to be the modern muscle car every bit as beloved today as the first generation vehicle was 50 years ago.”

Mopar ’19 Exterior
Available in either Pitch Black or White Knuckle, the Mopar ’19 Challenger builds upon the popular Scat Pack 392 model with a variety of head-turning exterior touches. Most noticeable is the unique Mopar Shakedown graphics, accented with asymmetrical Mopar Blue center stripes that run from the top of the front fascia to the rear decklid spoiler.

The popular Shaker Hood package by Mopar provides a hint of vintage styling with an active, air-gulping scoop flanked with Shaker badges on both sides. Functional black hood pins provide a classic look. Out back, the rear decklid spoiler carries a unique Mopar Design badge.

Standard 20-inch x 9-inch forged aluminum wheels riding on Goodyear P245/45ZR20 performance tires are enhanced with genuine Mopar-branded centre caps and valve stem caps. Mopar wheel locks are standard.

Mopar ’19 Performance
The potent 392-cubic inch, 6.4-litre HEMI® V-8 engine pumps out 485 horsepower and 475 lb.-ft. of torque. A quick-shifting TorqueFlite eight-speed automatic transmission with manual shift mode and steering-wheel mounted paddle shifters is standard, while the optional six-speed manual transmission makes a powerful heritage statement.

A Mopar cold air intake delivers performance-enhancing airflow to the engine. Mopar strut tower braces help increase structural rigidity of the chassis for sharper handling. The braces and strut caps are silver-coated to dress up the under-hood appearance.

Stopping power is provided by Brembo four-wheel disc performance brakes with red calipers.

Mopar ’19 Interior

Performance front cloth seats wear a two-tone Mopar logo embroidered into the seat backs for a touch of attitude. A custom Mopar ’19 instrument panel badge adorns the passenger-side air vent. Completing the standard interior accessories are premium Berber floor mats and polished door-sill guards with the Challenger logo.

Owner’s Kit

The Mopar '19 is delivered with an exclusive Owner’s Kit, packaged with a “birth certificate” with the exact date of manufacture and the proprietary build number. Also included is an exclusive full-colour Mopar '19 booklet, a unique keepsake with engraved vehicle number and a Mopar '19 rendering produced by the Mopar design team.

Decade of Customization

The Mopar '19 Dodge Challenger joins an exclusive club as the 10th limited-edition, Mopar-modified vehicle delivered straight from the factory. In 2010, Mopar produced the first of an ongoing series of limited-edition vehicles, the Mopar '10 Dodge Challenger. Other low-run, factory-produced Mopar rides have followed: the Mopar '11 Dodge Charger, Mopar '12 Chrysler 300, Mopar '13 Dodge Dart, Mopar '14 Dodge Challenger, Mopar '15 Dodge Charger R/T, Mopar '16 Ram Rebel, Mopar ’17 Dodge Challenger and Mopar ’18 Dodge Durango.

The limited production run will extend to 100 units – 90 vehicles for the U.S. market and 10 for Canada, with vehicles expected to begin arriving in dealerships in the fourth quarter 2019. Pricing for the Mopar ’19 Dodge Challenger will be announced at a later date.

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 centres 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.ca.

About Dodge

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is America’s 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.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI® high-output engine makes it the most powerful, quickest and fastest muscle car reaching 0-60 miles per hour (mph) in 3.4 seconds and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 131 mph. It also reaches a new top speed of 203 mph. Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat with its more powerful 717-horsepower engine, the Challenger R/T Scat Pack Widebody, which features fender flares from the SRT Hellcat Widebody and adds 3.5 inches of width to Scat Pack’s footprint, as well as and the new Challenger R/T Scat Pack 1320. Infused with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon, the Challenger R/T Scat Pack 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, America’s fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 8,700 lbs. fills out the brands’ performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

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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