



2014 Mopar Brand OVERVIEW

Chrysler Canada: More than 75 Years of Mopar®

Simple Parts Line Evolved Into Global Service, Parts and Customer-care Brand

- More than 130 markets
- More than 500,000 parts and accessories
- More than 1.9 square metres (20 million square feet) of warehouse space
- More than 45 commercial offices
- More than 50 parts distribution centres
- More than 20 customer-care call centres
- More than 3,500 suppliers
- More than 11,000 ship-to locations
- More than 350,000 order lines daily
- More than 6,000 employees
- More than 400 Mopar clubs
- Brand now encompasses entire customer after-sales experience for Chrysler Group LLC and Fiat S.p.A. Automotive Group customers

Mopar or no car.

The Mopar brand proudly celebrated its 75th anniversary last year.

Starting as the name of a single product — antifreeze — the Mopar brand evolved more than 75 years, developing a strong identity that represents authentic parts and accessories, expert service, and convenient car care. Today, Mopar is moving full-speed ahead into the global marketplace and building on its reputation for top quality, trusted service and high performance.

“The Mopar brand has a proud heritage,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “The mission at Mopar is to fully support all of our brands by providing every single one of our customers with an exceptional after-sales experience. We



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will do this by continuing to offer cutting-edge technology, innovative products, authentic, quality-tested parts, and high-quality customer service.”

How it Began: MOfor PARts

The Mopar® brand was officially trademarked in 1937 at a meeting of the Chrysler Parts Corporation’s Activities Council in Highland Park, Mich. (U.S.A.) The committee mulled over a list of names for Chrysler’s antifreeze product and came up with “MoPar,” a contraction of the words MOfor and PARts.

Mopar became a brand name for most Chrysler Corporation parts, and gradually evolved into the name of the parts business itself. The moniker was officially attached to a Chrysler parts organization in the late 1960s, when Chrysler created an aftermarket business unit named the Mopar Division.

Mopar in the 1960s

In the 1960s, the brand took on an expanded meaning with the advent of high-performance “package cars,” based on the 1962 Dodge Dart and Plymouth Belvedere. These specially crafted race vehicles dominated the drag strip, garnering the brand enduring respect from grassroots racers and automotive enthusiasts.

The 1960s also saw the introduction of Max Wedge and HEMI® Super Stock package cars, as well as altered-wheelbase “funny cars.” Racers and enthusiasts began to refer to these exciting new racecars as “Mopars,” and a new car culture began to emerge.

The last package cars of the era appeared in 1968, when Chrysler built a series of Dodge Dart and Plymouth Barracuda HEMI Super Stock cars. The legacy of these race vehicles is carried on today in National Hot Rod Association (NHRA) competition and in the Super Stock/A-HEMI (SS/AH) class in the Mopar HEMI Challenge.

Mopar further served this new market for high-performance by introducing a line of “special parts” for super-stock drag racers, which was continuously expanded throughout the 1970s and 1980s as the Mopar “Direct Connection” line of parts. The brand’s performance parts business ultimately developed into the Mopar Performance Parts division in 1987, with the aim of enhancing speed and handling in vehicles for both road and racing use.

Mopar Today: A Global Brand Supporting Chrysler Group LLC and Fiat S.p.A.

With Chrysler Group LLC’s partnership with Fiat S.p.A., Mopar continues to expand its global footprint. In 2011, Mopar opened operations in Shanghai and Dubai along with Mopar Express Lanes in the Middle East. In 2012, Mopar opened operations in Argentina, Australia, Brazil, Japan and Russia.



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The evolution of Mopar continues unabated, with a number of milestones and innovations achieved in recent years. In November 2008 Mopar reintroduced the “package car”— the 2009 Mopar® Challenger Drag Pak, with the first of the race-ready vehicles delivered to Mopar drag-racing legend “Big Daddy” Don Garlits. Mopar also produced a 2010 version and then ramped up the program with more cylinders and more excitement with the introduction of the 2011 Mopar Challenger V10 Drag Pak, a 8390 cc (512 cubic-inch) monster.

The brand revealed a historic “first” in 2010 with the introduction of the Mopar '10 Challenger, the first-ever Mopar version of a production Chrysler Group vehicle. The Mopar '11 Charger followed for the 2011 model year and preceded the Mopar '12 300. The tradition continues this year with the introduction of the Mopar '13 Dart.

Over the years, Mopar expanded its service and parts offerings. With the introduction of Mopar Express Lane service, customers now have an option for fast, affordable and dependable routine vehicle service without an appointment.

Today, competitive makes are also welcome for Mopar service at Chrysler Group dealers. The brand's partnership with Magneti Marelli, announced in April 2011, gives the Chrysler Group dealership network the ability to fully service competitive vehicles. The Italian aftermarket parts supplier is currently supplying Mopar and Chrysler Group dealers with brakes, shocks, struts, oil filters, air filters, fuel filters and cabin filters for competitive makes.

Through its long history, Mopar has always been on the leading edge of technical advancements, and the brand continues to blaze a trail on the technological front. Recent industry-first features from Mopar® include in-vehicle wireless charging, smartphone vehicle-information applications, electronic owner manuals, and a new interactive vehicle-tracking device called EVTS that sends the owner a text when his or her vehicle is driven too fast or too far by others.

After more than 75 years, Mopar continues to serve a vital role in the success of Chrysler Group, reflecting the brand's strength and heritage. Mopar adds value to every Chrysler Group and Fiat S.p.A. vehicle, with the shared goal of adding value to the company's brands and satisfying customers.



Mopar® Brand Continues to Build Momentum

- Mopar JK-8 Kit
- Mopar Challenger Drag Pak: industry-first factory-built V-10 Powered Race Car
- Mopar Police Car Packages
- Mopar Grilles and Wheels for Chrysler 300
- Mopar Industry-first In-vehicle Wireless Charging
- Industry-first Electronic Vehicle Tracking System (EVTS)
- Industry-first Vehicle-information Apps
- Mopar Express Lane
- Mopar, Magneti Marelli and Shell Lubricants Strategic Agreement

Mopar-first Features

The Mopar brand is moving full-speed ahead.

“Whether it’s service, parts or customer care, we are fully leveraging the Mopar brand at every turn,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service parts and customer-care brand. “The Mopar brand has tremendous equity and we are building on it by continuing to offer cutting-edge technology, innovative accessories, authentic parts, and quality customer service.”

MOPAR JK-8 KIT: MOPAR ANSWERS CALL FOR JEEP® WRANGLER PICKUP TRUCK

Jeep® enthusiasts now have the opportunity to transform a four-door Jeep Wrangler Unlimited into a two-door pickup truck.

The manufacturer’s suggested retail price (MSRP) for the Mopar JK-8 kit is \$6,000. The kit, which comes with a 3-year/60,000-km limited warranty, is now available for ordering through Mopar at Chrysler, Jeep, Dodge and Ram Truck dealerships. The warranty covers kit materials and workmanship performed at a Chrysler Group dealership.

“Jeep Wrangler and Wrangler Unlimited are some of our most accessorized vehicles,” said Pietro Gorlier, President and CEO, Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “New Jeep Wrangler owners typically spend more than \$500 on Mopar accessories. For Jeep Wrangler



Unlimited owners, our new Mopar® JK-8 kit answers the call for even more radical customization. And it's yet another example of how Mopar will continue to support our brands with innovative features.”

Mopar first revealed its JK-8 kit at the Moab Jeep Safari. The kit takes cues from the popular Jeep Scrambler CJ-8 from the 1980s. Major components include a spacious 44-inch-by-50-inch steel bed, inner and outer bedsides constructed from stamped sheet metal, sport bar extensions, Freedom Panel assemblies, a removable fiberglass hardtop with a sliding rear window, two fixed side windows and a fiberglass bulkhead.

Staying true to the Jeep brand, the JK-8 kit offers Jeep Wrangler Unlimited capability in the form of a mini pickup. In addition, the top may be completely removed for an open-air experience.

A special badge is featured on the left rear quarter panel of each kit, celebrating the heritage of the Jeep Scrambler CJ-8, along with design implementations that were adopted from original J-8 military Jeep pickups.

For ease of purchase, the kit is available as a single part number (77070049AB) with all hardware and body panels included. The kit may be purchased and installed at a Chrysler, Jeep, Dodge or Ram Truck dealership.

JK-8 Conversion Process

Two processes are involved in the conversion of a four-door Jeep Wrangler Unlimited to a two-door pickup truck: disassembly and reassembly.

In disassembly, each rear door is removed. Next, the rear-bumper assembly, hardtop and Freedom Panels are removed, followed by the rear portion of the interior, which includes seats and carpeting. Exterior trim parts are removed and preserved; inner and outer body panels are removed by drilling out the spot welds, which allows the panels to fall away and avoids having to cut into the sheet metal. The rear sport bar is cut away and removed along with B-pillars.

Reassembly into a two-door pickup truck begins with installation of the B-pillars, cross member, floor-pan assembly (truck bed), and the inner and outer quarter panels (welding is involved in assembly). Next to be installed is the bulkhead reinforcement assembly and sport bar extensions, and finally the installation of the fiberglass bulkhead itself. The kit, with components delivered e-coated, is then prepped for paint. Windows are installed to the hardtop, which is then installed on the vehicle. Exterior trim parts are then reinstalled.

Following is information regarding the main components included in the Mopar JK-8 kit.



Mopar® JK-8 Body Weld Kit Complete (all parts are sold together in one complete kit)

Freedom Panels: Fibreglass panels over front seats

Hardtop: Made from fibreglass, the hard top may be removed and features a sliding rear window

Bulkhead: The bulkhead for the kit is made of fibreglass and separates the cab from the bed of the truck, and permanently attaches to the vehicle

Bed: The spacious 44-inch-by-50-inch bed features strong steel construction

Inner/Outer Bed Panels: Bed panels are stamped sheet metal and provide durability and functionality

Sport Bar Extensions: New sport bar extensions replace the rear portion of the sport bar that is removed for the conversion. These bars complement the structure of the vehicle

MOPAR POLICE CAR PACKAGES

Dodge and Mopar are in hot pursuit of police car sales.

Mopar offers six all-new quality-tested and factory-installed police-equipment packages for the high-performance Dodge Charger Enforcer. Vehicles are ready-for-duty right from the manufacturer.

To enhance Dodge Charger Enforcer's world-class levels of technology, safety, handling and efficient power, Mopar teamed up with industry-equipment leader Crown North America to develop six police packages that are designed to provide law-enforcement officers with the best combination of tactical equipment and performance. These police-equipment packages feature emergency lighting, audible warning, communication and safety equipment. Industry-leading suppliers involved in the development include Whelen Engineering, Setina Manufacturing and Havis, Inc.

Mopar conducted extensive testing to ensure that its police upfit equipment met and exceeded the heavy-duty durability-cycle tests requirements of the Dodge Charger Enforcer.

The base police prep package for the Dodge Charger Enforcer includes the following:

Emergency Equipment Electrical System Wire Harness: Capable of providing the appropriate power, ground, and fusing for a variety LED, lighting, siren, computer, modem, radar or camera systems. The wire harness integrates with both the Vehicle Systems Interference Module (VSIM) 24-way connector and the 12-pin connector that Chrysler Group provides at the console.



Power Distribution Centre (PDC): Contains the fusing and relays for circuits contained in the wire harness. The PDC is supplied from the battery with two 100-amp main fuses. These fuses are separated in order to accommodate departments that wish to control some circuits with a timing device. For installers who want to use timer systems in order to prevent power drains on the battery, the PDC will accept the device's output and channel it to the usual elements controlled by timers, including camera, computer, modem and printer systems.

Slide-out trunk tray: Provides a stable, easily accessible platform from which the installer can position and install electrical equipment. The trunk tray provides a 95.3 cm x 48.3 cm (37.5-inch by 19-inch) mounting surface for electrical and communications gear. Locking slides provide the movement, allowing a technician easier access to equipment mounted to the tray. An industry-first integral ground buss bar helps eliminate poor grounding, the most common equipment issue. The tray is adjustable and allows for a variety of equipment heights and needs.

Trunk air-circulation fan: Stabilizes trunk temperature in a relatively short period of time, helping all trunk-mounted electronic equipment to function properly by circulating heated or cooled air from the driver's compartment into the trunk area.

Siren speaker: Provides a 100-watt siren driver matched with an appropriate siren amplifier. Given that the system is mounted behind the grille, the look of the vehicle remains clean, while the siren location does not impact engine cooling.

The Dodge Charger Enforcers' available police-equipment packages include six quick-order package options:

- **Base Prep Police Package (AYE):** includes front and rear wire harness, power distribution centre, siren speaker with bracket, trunk tray and trunk cooling fan
- **Patrol Package 1 (AYF):** includes AYE, police floor console and front and rear corner LED lamps
- **Patrol Package 2 (AYH):** includes AYE, police floor console and push bumper
- **Patrol Package 3 (AYM):** includes AYE, police floor console, push bumper and front and rear corner LED lamps
- **Slick Top Police Package 1 (AYN):** includes AYE and police floor console
- **Slick Top Police Package 2 (AYP):** includes AYE and front and rear corner LED lamps



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The Dodge Charger Enforcer, equipped with Mopar's police equipment packages is available for order through Chrysler Canada Fleet Operations. The Dodge Charger Enforcer is manufactured at Chrysler Group's Brampton Assembly Plant in Ontario. Police equipment installation is completed at the Crown North American upfit centre in Oakville, Ontario. For more information, visit www.fleetchrysler.ca.

In addition to the six packages, 24 Mopar parts may be ordered separately*:

- Push bumper
- Siren speaker and bracket
- Grille lights
- Front corner LED lights
- Rear corner LED lights
- Side lights
- Visor lights
- Overhead light bar – full feature
- Overhead light bar – limited feature
- Rear deck lights, full width
- Rear deck lights
- Police floor console
- Can-Com Siren system
- All-weather floor mats
- Trunk tray
- Trunk cooling fan
- Spare-tire relocation bracket
- Front wire harness
- Rear wire harness
- Power Distribution Centre
- Front splash guards
- Rear splash guards
- Hitch receiver
- 7-Way trailer-tow harness with 4-pin adapter



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*Must be combined with one of the police equipment packages on new vehicle orders.

About the Dodge Charger Enforcer

Canada's high-performance police vehicle — the Dodge Charger Enforcer — provides law enforcement with the best combination of tactical technology, safety, power, efficiency and an iconic design.

The Dodge Charger features two uncompromised, high-performance engines that deliver world-class levels of power, refinement, technology and fuel efficiency.

Engineered to perform, the aluminum 3.6-litre Pentastar V6 engine delivers 292 hp and 260 lb.-ft. of torque, offers E-85 flex-fuel capability and up to 6.4 L/100km (44 mpg) highway¹. For best-in-class power, the Charger Enforcer's legendary 5.7-litre HEMI® V8 engine with Fuel Saver Technology delivers 370 hp, 390 lb.-ft. of torque and up to 8.0 L/100km (35 mpg) highway¹.

With superior ride and handling, the Dodge Charger Enforcer features Chrysler Group's second-generation large car rear-wheel-drive architecture with performance-tuned suspension, load-leveling NIVOMAT shocks, heavy-duty anti-lock vented-disc brakes (ABS), front- and rear-stabilizer bars, 18-inch performance tires on steel wheels and two-mode police-specific electronic stability control (ESC).

Developed with the guidance of the brand's Police Advisory Board, the Dodge Charger Enforcer features a mobile-command interior with unique features, including a Vehicle Systems Interface Module for easy equipment integration, heavy-duty police-duty front seats and column-mounted shifter with Auto Stick.

In addition to its Insurance Institute for Highway Safety (IIHS) "Top Safety Pick," the Dodge Charger Enforcer surrounds the heroic men and women who protect with uncompromising safety and security equipment, including standard advanced multi-stage driver and front-passenger air bags, seat-mounted side-thorax air bags, supplemental side-curtain air bags for front and rear outboard passengers and driver's knee bag.

MOPAR® GRILLES AND WHEELS FOR CHRYSLER 300

Mopar offers eight custom grilles and six new wheel designs for Chrysler's flagship sedan.

"Mopar offers a full menu of grilles and wheels for those looking to customize and personalize their all-new Chrysler 300," said Gorlier. "By itself, the Chrysler 300 makes a statement. Our grilles and wheels provide exclamation points. And unlike other aftermarket offerings, our grilles are specifically tested for



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aero, cooling and thermal, and our wheels are specifically designed and tested for durability and impact.”

Each grille is designed by Chrysler and provides an exact factory fit and finish. The selection includes a 13-bar grille and a diamond-pattern grille, both constructed of billet aluminum. Both grilles are chrome-plated and polished to a high luster. The 13-bar grille features narrow horizontal, 5 mm blades patterned within the traditional Chrysler 300 grille shape that first defined the model more than 55 years ago. The diamond-pattern grille features 154 individual diamond shapes and has a high-chrome polish.

Harkening back to traditional sports cars, the new Mopar® grille selection also includes three wire-mesh grilles constructed of 2 mm steel wire set in a small-hatch diamond pattern. Mesh grilles are available in bright chrome finishes.

For a bit more subtlety, two versions of the production grille are also offered with new finishes. Both bright chrome and black chrome grilles are available.

Mopar also offers a traditional heritage-type egg-crate grille (late availability) reminiscent of the grille of the 1955 Chrysler 300, the first in a Chrysler 300 letter-car series. All of Mopar’s custom grilles are inserts and easily fit within the original grille-surround with no modifications required. Grilles may be ordered and installed on all-new Chrysler 300 models and carry a 3-year/60,000-km limited warranty when purchased with the vehicle.

In addition to grilles, Mopar offers six new customized wheel packages for the Chrysler 300. Wheels are available in 18-inch, 19-inch and 20-inch diameters and include an array of finishes.

Included are two different wheels measuring 20-inch by 8-inch with a 10-spoke design that are constructed of forged aluminum. Finishes include Satin Carbon and painted Gloss Black. A traditional five-spoke design, measuring 20-inch by 8-inch clad in Black Chrome, is also available.

On Chrysler 300 models that are equipped with all-wheel drive, a specific 19-inch, eight-spoke, cast-aluminum design is painted in a Satin Carbon finish.

Two five-spoke 18-inch Rallye Wheels are also offered. Constructed of cast aluminum, the highly polished version includes black pockets and a polished lip and machined spokes. The 18-inch wheel also is offered in a Gloss Black finish. Both finishes are designed to offer durable, corrosion-resistant protection.



MOPAR® INTRODUCES INDUSTRY-FIRST IN-VEHICLE WIRELESS CHARGING

Look mom, no wires.

After being the first to eliminate heavy, bulky owner manuals from its vehicles, Chrysler Group LLC, through its Mopar division, will now be the first to eliminate unsightly dangling power cords in its vehicles by offering in-vehicle wireless charging.

“At Mopar, we look for every single opportunity to make our customers’ lives easier,” said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “Our industry-first in-vehicle wireless charging system is the perfect solution for those connected customers who are always on the go.”

For easy access, a seamlessly integrated power bin, measuring 21 cm by 24 cm x 8.3 cm (8.27 inches by 9.5 inches by 3.25 inches), is installed just below the centre stack and in front of the centre console. The bin has a built-in charging grid that is activated when customers place in their battery-powered device. The unit begins to charge when the vehicle is started. A phone case, specifically designed for a variety of smartphones, is required and included with the feature. Mopar in-vehicle wireless charging is available for \$270.00, plus installation (part number 82213216).

INDUSTRY-FIRST ELECTRONIC VEHICLE TRACKING SYSTEM (EVTS)

With Mopar’s new Electronic Vehicle Tracking System (EVTS), owners will always know the location of their vehicle.

“Mopar’s new tracking system provides vehicle owners the peace of mind that comes with always knowing where their vehicle is located,” said Gorlier. “And if someone else is driving the owner’s vehicle too fast or too far, the system can be enabled to send the owner a text.”

Mopar’s system is powered by Guidepoint Systems, the leader in GPS-enabled stolen-vehicle recovery systems. Unlike other vehicle-tracking systems, the Mopar EVTS offers nationwide tracking without a subscription. The system is available on Chrysler, Jeep®, Dodge, Ram Truck, SRT and FIAT vehicles, and vehicles with a 16-pin diagnostic data port.

Mopar EVTS is offered in three packages: Base, Silver and Gold. The Base plan offers a GPS stolen-vehicle locator, real-time GPS stolen-vehicle tracking and a \$1,000 theft-protection warranty. The system is transferable and upgradeable. The base system does not have subscription fees.



For added protection and service, owners may choose a Silver or Gold plan. The Silver plan includes “Security Fence,” a feature that allows owners to set speed and distance parameters for their vehicles. If and when set parameters are exceeded, a text alert is sent to the EVTS-registered owner.

Other vehicle-monitoring features available in the Silver plan include arrival/departure notification, historic trace maps of a vehicle’s past locations, 24/7 emergency-service dispatch, automatic theft notification, online tracking and OnCall, and an on-board panic button.

The Gold plan includes all of the features in the Silver package along with unlimited online tracking and a full concierge service, allowing vehicle owners to receive directions, make reservations and receive other needed assistance at the touch of a button using the EVTS-registered owner’s cell phone.

The Mopar Electronic Vehicle Tracking System is currently available as a Mopar® accessory at Chrysler, Jeep®, Dodge, Ram Truck and FIAT dealers.

Mopar EVTS Base Plan

- GPS stolen-vehicle locator service
- Real-time GPS stolen-vehicle tracking
- \$1,000 theft-protection warranty
- Transferable
- Upgradeable
- Part number: 82212870
- MSRP: \$475 (does not include installation)

Mopar EVTS Silver Plan

- E-Call 24/7 emergency-service dispatch
- Security Fence
- Automatic theft notification
- OnCall (on-board panic button)
- Excessive-speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle’s past location
- Online tracking (200 per year)
- Part number: 82212868
- Annual Fee: \$159 (one-year service, renewable)



Mopar EVTS Gold Plan

- E-Call 24/7 emergency-service dispatch
- Security Fence
- Automatic theft notification
- OnCall (on-board panic button)
- Excessive-speed notification
- Arrival/Departure notification
- Historic trace maps of vehicle's past location
- Online tracking (unlimited)
- Full concierge service
- Part number 82212869
- Annual Fee: \$259 (one-year service, renewable)

INDUSTRY-FIRST VEHICLE-INFORMATION APPS

Chrysler Group was the first automotive company to replace traditional, bulky owner manuals with DVDs and user guides. The company now offers the industry's first smartphone vehicle-information applications. Information that used to be stuffed into the glove box is now at your fingertips.

“With our vehicle-information apps, we are taking customer care to a new level by creating a convenient, on-demand channel of communication with our customers,” said Gorlier. “Creating this new channel of communication will enhance the customer experience. And it’s a great example of how we can add value to our vehicles and build brand identity. Our new brand-specific apps will also be a source for potential customers to learn about our vehicles.”

Vehicle-information apps, developed by Michigan-based Tweddle Group, are currently designed to support Chrysler Group vehicles in the Canadian and U.S. markets.

App Features

New Chrysler, Jeep®, Dodge, Ram and FIAT smartphone vehicle-information apps complement existing user guides and DVDs that are currently provided with each vehicle. Each vehicle-information app allows the consumer to browse functional categories and view detailed topics of interest relative to their specific vehicle.

Key feature categories include product information, vehicle operating instructions, vehicle maintenance schedules, service contract details, warning lights and controls, warranty information, customer



assistance, Dealer Locator and My Dealer. Apps also contain high-resolution product information images and videos.

MOPAR® EXPRESS LANE SERVICE

Dealers who add Mopar Express Lane service to their dealerships average a 50-per cent increase in retail service business within the first six months and double their oil-change business in the first year.

“It’s important to note that competitive vehicles currently make up 25 per cent of Mopar Express Lane traffic,” said Gorlier. “Our new relationship with Magneti Marelli allows us to further service this growing market. Our dealerships are becoming full-line retail service and tire centres.”

MOPAR AND MAGNETI MARELLI SERVICE ALL MAKES

Every year, more than 2.6 million customers with competitive vehicles visited Chrysler Group dealerships for light maintenance, including oil changes and tire rotations. Mopar established a strategic agreement with Magneti Marelli and Shell Lubricants that will give the Chrysler Group dealership network the ability to fully service competitive vehicles.

“After introducing a number of initiatives to improve service for our customers, including brand-specific customer-care lines, extended service hours during weekdays and weekends and a push for Mopar Express Lanes, taking care of owners with competitive vehicles is the next frontier,” said Gorlier. “For customers with competitive vehicles, Mopar’s agreement with Magneti Marelli and Shell Lubricants effectively creates one-stop service shops at our Chrysler Group dealerships. And with the addition of 3,000 quality-tested parts, our dealership network will now have the ability to fully service customers who drive into our service lanes with competitive vehicles.

“In addition to customers with competitive vehicles, our dealers will now be able to supply independent repair facilities with a full line of premium parts,” said Gorlier. “With this unique collaboration, this move further positions Mopar as a leader in customer care.”

Magneti Marelli is currently supplying Mopar and Chrysler Group dealers with brakes, shocks, struts, oil filters, air filters, fuel filters and cabin filters for competitive makes. Other product lines are also phasing into the Chrysler Group dealership network.



Mopar-first features

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
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Wireless charging: first to introduce in-vehicle wireless charging for portable devices
- 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
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V10 drag-race package car
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

About the Mopar brand

Mopar® is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the industrial alliance between Chrysler Group and Fiat S.p.A., Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as select FIAT brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and FIAT vehicles — a direct connection that no other aftermarket parts company can provide.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products.



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With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.



Fuel Economy¹

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.