



2015 Mopar BRAND OVERVIEW

Chrysler Canada: Mopar Evolves to Global Service, Parts and Customer-care Brand

- **More than 130 global markets**
- **More than 500,000 parts and accessories**
- **More than 2 million Mopar Vehicle Protection contracts sold per year**
- **19 million square feet of warehouse space**
- **27 customer-care call centres**
- **More than 500,000 Facebook fans**
- **Brand encompasses entire customer after-sales experience for Chrysler Group LLC and Fiat S.p.A. Automotive Group customers**

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

“The Mopar brand has continued to move forward since its formation more than 75 years ago,” said Pietro Gorlier, President and CEO — Mopar, Chrysler Group LLC’s service, parts and customer-care brand. “We’re proud to have an impact on our customers’ experience with the company throughout the ownership of their vehicles. Whether it’s in the service lane, on our owner websites or through our apps, we work to improve engagement and overall loyalty for all vehicle brands we serve,” said Gorlier.

The brand scope includes parts development to ensure vehicle serviceability; accessory development for increased vehicle sales and customer satisfaction and loyalty; global sales and parts distribution and technical services to ensure dealers have proper service tools, systems and diagnostics. Mopar has built tremendous brand equity in its 76 years, distributing 500,000 parts a year to more than 130 markets around the globe. Mopar has more than 11,000 ship-to locations, shipping 350,000 order lines on a daily basis throughout the world using a network of 50 Parts Distribution Centre locations.



The Mopar portfolio covers accessories, collision, repair, maintenance and performance parts, as well as many maintenance and repair services. Only Mopar is able to provide customers with genuine, proven, quality-tested original-equipment parts for Chrysler Group and Fiat vehicles. Mopar parts are engineered by the same engineering teams that create the company's factory-authorized vehicles, offering 25,000 accessories worldwide.

Mopar aims to be the customer's trusted partner throughout the lifecycle of vehicle ownership. Whether the customer discovers a vehicle need in their driveway, at work or in the service lane, Mopar has the support resources to help explain the need and assure the customer that it can provide the best support to protect their vehicle and get them back to their busy life.

To help customers protect their vehicles, Mopar sells Mopar Vehicle Protection (MVP) plans in more than 70 countries, with 2.2 million service contracts being sold in 2013.

How it Began: MOrtor PARts

The Mopar brand was officially trademarked in 1937 at a meeting of the Chrysler Parts Corporation's Activities Council in Highland Park, Michigan. The committee mulled over a list of names for Chrysler's antifreeze product and came up with "MoPar," a contraction of the words MOrtor 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.



Brand Overview

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. Besides North America, Mopar has operations in Europe, Asia Pacific, Africa and the Middle East and in Central and South America.

The evolution of Mopar continues unabated, with a number of milestones and innovations achieved over the 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 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 continued with the Mopar ’13 Dart and most recently, the Mopar ’14 Challenger. Introduced in November of 2013 with an exclusive limited run of just 100 vehicles, the car sold out in just one day.

Mopar Express Lane Service

Mopar also has 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. Currently, more than 800 dealers, (or 35 per cent of the Chrysler Group dealer network), offer express 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.



Extended customer service hours

With extended customer-service hours on Saturday, needed repairs and service may be scheduled during the weekend. Currently, 80 per cent of Chrysler Group's dealers now offer Saturday service hours. Dealers who made the move to Saturday service hours increased the overall service business by 20 per cent.

In addition, Mopar provides Saturday service at its parts distribution centres. For customers, Mopar established extended hours for the company's customer-care telephone lines from just weekdays (8 a.m. to 8 p.m. Eastern) to Saturdays as well (9 a.m. to 5 p.m. Eastern).

Mopar and Magneti Marelli serving all makes

Competitive makes are also welcome for Mopar service at Chrysler Group dealers. Every year, more than 2.6 million customers with competitive vehicles visit Chrysler Group dealerships for light maintenance, including oil changes and tire rotations. Mopar has a strategic agreement with Magneti Marelli and Shell Lubricants that will give the Chrysler Group dealership network the ability to fully service competitive vehicles.

For customers with competitive vehicles, Mopar's agreement with Magneti Marelli and Shell Lubricants effectively creates one-stop service shops at Chrysler Group dealerships. And with the addition of 3,000 quality-tested parts, dealerships have the ability to fully service customers who drive into their service lanes with competitive vehicles.

In addition to customers with competitive vehicles, dealers are able to supply independent repair facilities with a full line of premium parts, forming a unique collaboration that 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.



Mopar First Features

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. Industry-first features from Mopar include:

- **Vehicle-information apps:** first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **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
- **wiTech:** first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- **2011 Mopar Challenger Drag Pak:** first to introduce a 500-plus cubic-inch V10 drag-race package car

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.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.

