



Ram ProMaster City Accessories

2015 Mopar RAM PROMASTER CITY ACCESSORIES

Chrysler Canada: Ram and Mopar Provide the Keys to Personalize All-new 2015 Ram ProMaster City

More than 60 Mopar accessories are available to customize Ram's new small van

- **Commercial customers can create a custom mobile office or workspace with Mopar accessories available for the 2015 Ram ProMaster City**
- **The best-in-class features, versatility and functionality of the ProMaster City can be complemented with Mopar accessories for exteriors, interiors, towing, security, lifestyle and more**
- **Select Mopar accessories are available through the Mopar Custom Shop, allowing owners to modify the ProMaster City before taking delivery**
- **Commercial and small business owners purchasing Mopar accessories for ProMaster City are eligible for "On The Job" incentives and discounts**

Mopar is ready to go to work with the all-new 2015 Ram ProMaster City, offering more than 60 accessories to help commercial customers personalize Ram's new small van workhouse to perfectly suit any task, trade or transport need.

Already the embodiment of versatility, providing big capability in a small package through best-in-class features such as payload, capacity and fuel economy, the 2015 Ram ProMaster City can be augmented even further with a great offering of Mopar products. Accessories for the interior, exterior, towing, security, electronics, safety and lifestyle are available to assist businesses large and small in getting the job done.

"Commercial customers can pull from a list of Mopar products tailored to personalize the all-new Ram ProMaster City and create their own vision of a workshop on wheels," said Pietro Gorlier, President and CEO — Mopar, Chrysler Group's service, parts and customer-care brand. "Owners can choose from upfit options such as towing packages, roof racks, carriers and more to adapt Ram's new small van to exactly fit their business needs."

"As businesses strive for lower costs, the demand for a smaller, more efficient van has increased and Ram Commercial is answering the bell with the all-new ProMaster City," said Reid Bigland, President



Ram ProMaster City Accessories

and CEO — Ram Truck Brand, Chrysler Group LLC. “Years ago, the selection of delivery and cargo vehicles was limited and those offerings didn’t focus on cost of ownership. Today all of that has changed with the recent introduction of the full-size Ram ProMaster, and now the Ram ProMaster City.”

Based on the successful Fiat Doblò platform but also endowed with distinct Ram Truck elements and features, the Ram ProMaster City can be modified to fit any job with Mopar accessories. Mopar canvas seat covers, cargo mats, floor mats and slush mats are available for the interior, as well as work ready options, including a tool bag, duffle bag and cooler. The smooth lines, versatility and refinement of the Ram ProMaster City exterior can be protected with window deflectors and splash guards. Customizable graphics packages are available from Mopar to take advantage of the ProMaster City’s large exterior real estate, which transform the van into a rolling billboard.

When extra capacity is required, Mopar is ready to shoulder the load with a number of towing accessories for the Ram ProMaster City, including ball mount adapters, trailer hitch balls, hitch receiver, hitch receiver plugs and a trailer-tow wiring harness.

Customers can build their own mobile workshop using Mopar accessories. A universal handsfree cell phone kit keeps workers in touch responsibly while in transit. A variety of Mopar racks and carriers, including a Mopar roof rack, roof basket, bike carrier, ski carrier and cargo basket, provide additional space for transporting passenger luggage or other work materials.

Ram ProMaster City owners also can choose to personalize the Ram brand’s new Class 1 entry with select Mopar products through the Mopar Custom Shop. Specified accessories can be chosen during the ordering process to custom fit the needs of commercial customers. The additional Mopar accessories are installed before delivery to the dealership and are included on the vehicle’s Monroney sticker, assuring the products are covered under the warranty and add to the vehicle’s residual value.

The following are select Mopar parts and accessories available for the all-new 2015 Ram ProMaster City:

- Multiple towing accessories
- Multiple roof racks and carriers
- Universal handsfree cell phone kit
- Rear park distance sensors
- DOT Approved Roadside Safety Kit
- Tool bags and totes
- Canvas seat covers



Ram ProMaster City Accessories

- Cargo mats
- Floor mats
- Slush mats

Mopar Brand

Mopar (a simple contraction of the words Motor and PARTs) was trademarked in 1937 with the launch of an antifreeze product, but truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded to include technical service and customer support.

Today, Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in more than 130 markets, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as 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. A complete list of Mopar accessories and performance parts are available at www.mopar.ca.

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 customers
- **Electronic owner manuals:** first to introduce traditional owner manuals in a DVD and brief user-guide format.
- **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 V-10 drag-race package car



Ram ProMaster City Accessories

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.

