



2016 Mopar BRAND OVERVIEW

FCA Canada: Mopar Fuels Customer Journey for All FCA Brands

- **Mopar offers a broad range of accessories to assist owners in personalizing their rides**
- **The Mopar brand's Jeep® Performance Parts portfolio continues to grow with the introduction of new lift kits, beadlock wheels and more**
- **Designed and developed by Mopar and FCA US LLC production and race engineers, the new 2015 Mopar Dodge Charger R/T NHRA Funny Car triumphed in five of its first six events**
- **The Mopar brand is truly global in scope, with more than 500,000 Mopar parts and accessories distributed in over 150 markets worldwide**

The Mopar brand is on a roll in 2015 with the introduction of a broad array of new initiatives and products to assist FCA US LLC vehicle owners around the globe on every step of the customer journey.

"The Mopar brand's mission is to enhance the ownership experience for all of our customers worldwide," said Pietro Gorlier, President and CEO – Mopar Brand Service, Parts and Customer Care, FCA. "We continue to introduce new products to help owners reimagine their rides and innovative solutions to support our customers' journey throughout the entire life of their vehicles."

Fiat 500X

The all-new 2016 Fiat 500X provides plenty of opportunities for owners to customize the compact crossover, but an assist from Mopar is taking personalization possibilities to the "X-treme." The FCA US service, parts and customer-care brand will offer more than 100 Mopar accessories to personalize the latest addition to the FIAT lineup in North America.

The iconic Italian style, functionality, performance and all-wheel-drive confidence of the 2016 Fiat 500X can now be augmented with production Mopar accessories ranging from the manufacturer's suggested retail price (MSRP) of under \$26 for fender badges to \$2,145 for Katzkin leather seats.

The selection includes graphics packages, wheels, racks and carriers, cargo management tools, splash guards, slush mats and cargo mats, cat-back exhaust and more.



Jeep® Performance Parts

The Jeep® Performance Parts (JPP) portfolio offered by the Mopar and Jeep brands provides serious off-roaders with high-end, hard-core quality Jeep parts, including axles, lift kits, bumpers, winches, skid plates, suspension components and more. Mopar continues to grow its off-road performance parts line, recently adding a number of Jeep Performance Parts to the expanding portfolio.

Offering added clearance for off-road obstacles as well as the ability to accommodate larger 35-inch tires, the JPP 51-mm (2-in.) Lift Kit is available for two- and four-door options. The 102-mm (4-in.) Lift Kit elevates the profile and performance of the Wrangler four-door and comes with specially tuned OEM quality springs, brake lines, control arms and more.

2015 Mopar Dodge Charger R/T NHRA Funny Car

Mopar's commitment to professional motorsports competition was established in the 1950s when a partnership was ignited with drag racing pioneer Don Garlits. The dragstrip remains a distinctive strand of the brand's DNA. For proof, look no further than the new 2015 Mopar Dodge Charger R/T NHRA Funny Car. The body was designed and developed by Mopar brand and FCA US production and race engineers, and the drag car debuted in February 2015 with a visit to the winner's circle in its very first event.

The season-opening victory by National Hot Rod Association (NHRA) Funny Car driver Matt Hagan represented the triumphant culmination of a year-long commitment. Mopar and FCA US engineers worked hand-in-hand with Don Schumacher Racing (DSR) drivers and teams to validate, test and create a more durable, driver-friendly winning machine, one that also featured enhanced styling cues from the 2015 production Dodge Charger.

The new 2015 Mopar Dodge Charger R/T NHRA Funny Car has been undeniably dominant throughout the first quarter of the NHRA schedule. Hagan and his fellow DSR teammates Ron Capps and Jack Beckman won five of the first six races in the new Mopar body. For more information, visit <http://www.media.chrysler.com/newsrelease.do?id=16145&mid=6>.



World of Mopar

Mopar has evolved over more than 75 years into a brand with a mission to enhance the ownership experience for all FCA brand customers worldwide. The statistics below illustrate Mopar's global scope:

- More than 500,000 Mopar parts and accessories are distributed every year
- The Mopar brand has a presence in more than 150 markets worldwide
- 52 Parts Distribution Centres (PDCs) are in operation
- Mopar products reach 14,800 ship-to locations around the globe
- 27 Mopar customer-contact hubs are in operation worldwide
- The brand's global footprint includes 19.5 million square feet of warehouse space and 43 commercial offices

About Mopar Brand

Mopar (a simple contraction of the words MOtor and PARts) was trademarked in 1937 with the launch of an antifreeze product, but it 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 FCA's service, parts and customer-care brand and distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centres and 27 customer-contact hubs globally, Mopar integrates 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 FCA brands.

Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles. This offers a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts available in Canada can be found at: www.mopar.ca.



Mopar-first Features

Mopar has introduced numerous industry-first features including:

- 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 8,194-plus cu.cm (500-plus cubic-inch) V10 drag-race package car

About FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 90th anniversary in 2015. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol "FCAU" and on the Mercato Telematico Azionario under the symbol "FCA."

