



FCA CANADA  
2016 Mopar  
**BRAND OVERVIEW**

## **Mopar Unleashes Limited-edition Mopar '16 Ram Rebel**

- **Mopar offers new Mopar '16 Ram Rebel**
- **Only 500 Mopar '16 Ram Rebel vehicles to be produced**
- **First limited-edition Mopar-modified vehicle designed for truck segment**
- **From strip to street, Mopar helps enhance the customer experience**
- **Mopar brand seeks to build on momentum from new initiatives and products in 2016**

The Ram Truck and Mopar brands recently announced the introduction of the **Mopar '16 Ram Rebel**, the most recent limited-edition vehicle created using a unique selection of products from the service, parts and customer-care brand of FCA Canada.

The Mopar '16 Ram Rebel features a limited production of just 500 vehicles, upgraded with Mopar options. Additional performance parts and accessories are available at the FCA retailer for even further customization.

The Mopar '16 Ram Rebel starts with the Ram 1500 4x4 Rebel Crew Cab, built at the Warren Truck Assembly Plant in Warren, Michigan, USA. Two colour options will be available: Flame Red/Brilliant Black two-tone or Brilliant Black monotone.

A Mopar Package created for the Mopar '16 enhances the already unique exterior design cues of the Rebel. The package includes an aluminum, dual bezel sport performance hood embellished with a matte-black hood graphic. Off-road wheel flares bulge out to add both style and substance. A special Mopar blue-and-black graphic stripe accents both sides of the Mopar '16, as well as the tailgate.

The package also features a skid plate to guard the power steering box and substitutes a black front bumper skid plate for the standard billet silver colour. Seventeen-inch satin black wheels tie-in with the blacked out front for added continuity and visual appeal. Rounding out Mopar factory-installed content is a serialized Mopar '16 glove box badge and a set of stainless-steel door sill guards, with the front sill guards embossed with the Ram logo.



Optional parts and accessories are available at from the Mopar parts counter at the retailer for those who want to take personalization of the Mopar '16 Ram Rebel to the next level. In the performance arena, a cold air intake and cat-back exhaust system free up the flow of the HEMI V-8 engine while adding an aggressive sound.

As with previous limited-edition Mopar vehicles, the Mopar '16 Ram Rebel is delivered with a custom owner's kit. The limited-edition vehicle will be available in both the U.S. and Canada.

### **Mopar: What's New**

The Mopar brand is fueled with momentum from a number of new initiatives and products introduced to assist FCA Canada vehicle owners on every step of the customer journey.

Mopar will continue its commitment to introduce products to support owners of all FCA Canada vehicles. For the **all-new 2017 Chrysler Pacifica minivan**, revealed in January 2016 at the North American International Auto Show in Detroit, Mich., USA, Mopar will provide plenty of personalization options with almost 100 Mopar accessories. Mopar factory-installed options will also provide the opportunity to add a select number of upfit products right when purchasing the vehicle at the dealership or via the online configurator at [www.mopar.ca](http://www.mopar.ca).

The brand highlighted its extensive portfolio of Jeep Performance Parts (JPP) at the 50th annual Easter Jeep Safari, where **seven new, ultra-capable Jeep® concept vehicles, featuring an array of Mopar and JPP products** available to consumers, took on the famous and challenging trails of Moab, Utah, USA. The 2016 crop of Easter Jeep Safari concept vehicles, utilizing both production and prototype Jeep Performance Parts, included the **Jeep Trailcat, Jeep Trailstorm, Jeep Shortcut** and more.

**Magneti Marelli Offered by Mopar** added to its lineup of repair and maintenance parts, with even more high quality and affordable products available to assist in servicing both competitive make and FCA Canada vehicles. The expansion included Magneti Marelli Offered by Mopar radiators, condensers and wiper blades for FCA Canada vehicles, with brake pads and rotors soon to follow. First introduced in 2011 as a comprehensive line of repair and maintenance parts for vehicles, Magneti Marelli Offered by Mopar now encompasses more than 3,000 part numbers. The products are available for sale to consumers and independent repair facilities via FCA Canada retailers.



### **Mopar: At the Strip**

A pair of champions are carrying the Mopar banner on the quarter-mile in 2016, as **back-to-back NHRA Pro Stock champ Erica Enders and five-time overall Pro Stock title winner Jeg Coughlin Jr.** are leading the charge for the brand in the popular factory hot rod class.

In the NHRA Funny Car class, **Mopar and Don Schumacher Racing (DSR)** continue one of the most successful and longest running partnerships in the sport. DSR teammates Matt Hagan, Jack Beckman, Ron Capps and Tommy Johnson Jr. combined to place the new Dodge Charger R/T body that debuted in 2015 in the final round at all but one of 24 events during the 2015 season, amassing a total of 15 wins and placing all four Mopar cars in the top five of the standings. Two-time NHRA Funny Car champ Hagan will once again pilot the flagship Mopar Express Lane Dodge Charger R/T Funny Car.

In the NHRA Sportsman ranks, the **new Mopar Dodge Challenger Drag Pak**, launched in 2015, hit drag strips across the country, making its debut at the NHRA Gatornationals in Gainesville, Florida. All 60 of the next-generation package cars, including 35 with the brand's first-ever offering of a supercharged 354-cubic-inch Gen III HEMI® engine and 25 powered by a naturally aspirated 426-cubic-inch Gen III HEMI engine, have been ordered by dealers.

### **Mopar and Motorsports in Canada**

Mopar continues its relationship with the Nascar Pinty's Series in Canada as a series partner, contingency sponsor and primary sponsor of the DJK Racing entry of the number 27 Dodge Challenger driven by multi-time champion Andrew Ranger.

Additionally, Mopar continues to be the title sponsor of the Mopar Canadian Superbike Championship (CSBK) with Express Lane being the primary sponsor of Jordan Szoke, 10 time CSBK Champion and winningest rider in CSBK history.

### **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 centers and 25 customer-contact centers 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.



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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 is available at [www.mopar.ca](http://www.mopar.ca).

### **About FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 91st anniversary in 2016. 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 Alfa Romeo models and Mopar products. In addition to its assembly facilities, which produce the Chrysler Pacifica, 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.”

