



2016 MOPAR
MAGNETI MARELLI



FCA CANADA
2016 Mopar
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Magneti Marelli Offered by Mopar Expands Product Lineup for Competitive Make, FCA US LLC Vehicles

- Magneti Marelli Offered by Mopar increases products available for competitive make and FCA Canada vehicles
- Magneti Marelli Offered by Mopar products provide vehicle owners a high quality, affordable lineup
- Product line expands to include radiators, condensers and wiper blades for FCA Canada vehicles, with brake pads and rotors to follow
- Magneti Marelli Offered by Mopar is a one-stop shop for customers and independent repair facilities
- Five-time NHRA Pro Stock champ Jeg Coughlin Jr. carries Magneti Marelli Offered by Mopar colors in 2016, extends brand's motorsports initiative

Magneti Marelli Offered by Mopar is adding 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 US LLC vehicles. The expansion includes 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. These products are available for sale to consumers and independent repair facilities via FCA Canada retailers.

"We're excited to extend the reach of Magneti Marelli Offered by Mopar with even more high quality, affordable parts for both competitive make and FCA Canada vehicles," said Jim Kiritsis, Sr. Manager, Service and Parts, FCA Canada. "The additions reinforce the fact that FCA Canada retailers are a one-stop shop, no matter the make or model."

The offerings are the latest in a continuing expansion for the product line. Last year, for brake rotors and drums alone, Magneti Marelli Offered by Mopar added nearly 400 new part numbers for competitive makes. New oil filters were also added to the lineup earlier this year.



“This is a natural progression of the expanding relationship between Magneti Marelli Aftermarket and Mopar,” said Antonio Recinella, Chief Executive Officer, Magneti Marelli Aftermarket. “Magneti Marelli has been providing high quality products since 1919, and we look forward to assisting owners and independent repair facilities in servicing almost all high-profile brands.”

Magneti Marelli Offered by Mopar on the fast track

As part of the ongoing initiative to promote the growing lineup of Magneti Marelli Offered by Mopar products in the U.S., Jeg Coughlin Jr. is hitting the drag strip in 2016 behind the wheel of his “Magneti Marelli Offered by Mopar” Elite Motorsports Dodge Dart GT NHRA Pro Stock car. The five-time NHRA Pro Stock drag racing champion will carry the product line’s standard into 24 events on the NHRA Mello Yello Drag Racing Series schedule, which travels throughout the United States.

In addition, Coughlin’s teammate, two-time and defending Pro Stock champ Erica Enders, will carry the Magneti Marelli Offered by Mopar logo on her Mopar HEMI-powered Dodge Dart. In the NHRA Funny Car class, the logo will appear on two-time series champ Matt Hagan’s Mopar Express Lane Dodge Charger R/T.

Magneti Marelli Offered by Mopar has increased its presence at the drag strip in recent years, after kicking off its NHRA participation in 2012 as an associate sponsor on select Team Mopar race cars. The Magneti Marelli brand possesses a history steeped in racing tradition, having been involved in Formula 1 since 1950, as well as World Rally Championship.

In Canada, Magneti Marelli offered by Mopar is featured on the #27 Dodge Challenger of Andrew Ranger in the Nascar Pinty’s Series and is the class sponsor of the Magneti Marelli offered by Mopar Amateur Superbike Class in the Mopar Canadian Superbike Series.

For information on Magneti Marelli Offered by Mopar parts, visit www.mopar.ca.

About Magneti Marelli Offered by Mopar

Mopar is responsible for Magneti Marelli Offered by Mopar. The all makes lineup enables FCA Canada dealerships to service all vehicle makes and models, as well as offer products to independent repair facilities.

The high quality and easy-to-install repair and service parts are produced and distributed throughout North America. The company has launched more than 30 high quality and easy-to-install product lines, including oil/air/fuel filters, brake pad kits, brake shoes, brake drums, brake rotors and shocks and struts, with more products in development.



Launched in 2011, the objective was to provide an all-makes program for FCA Canada dealers with a standard of quality that is in line with the DNA of Magneti Marelli. Dealership service departments benefit from easy installation, convenience and less customer complaints. Consumers benefit from high quality parts, less comebacks and warranties backed by Magneti Marelli.

Magneti Marelli Aftermarket N.A. is part of Magneti Marelli, which has a long standing history in the global automotive market. Founded in Italy in 1919, Magneti Marelli has more than 100 locations in 19 countries and 38,000 employees. With an established presence in the U.S. since 1976, the company is a leader in component manufacturing, in electronics and in the production of other technologically advanced products for today's automakers and for the aftermarket.

About Mopar Brand

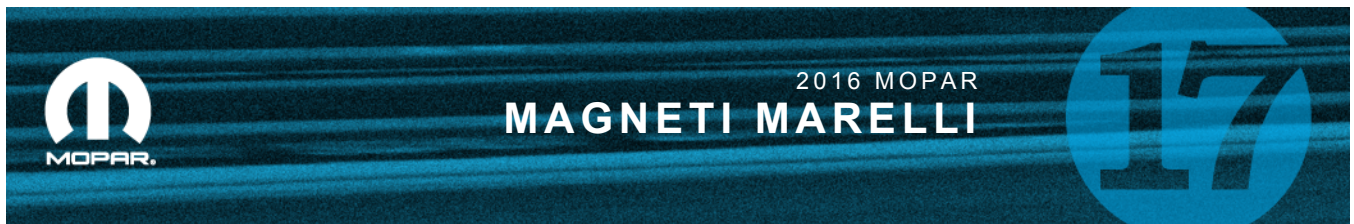
Mopar (a simple contraction of the words MOtor and PARts) was trademarked in 1937 with the launch of an antifreeze product, but it truly made its mark in the 1960s during the muscle-car era. From Mopar Performance Parts to enhance speed and handling for both road and racing use, the brand soon expanded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

Today, Mopar is the service, parts and customer-care brand of FCA US LLC 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.

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.

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.”

