



2017 MOPAR
**MOPAR '17 DODGE
CHALLENGER**

FCA CANADA
2017 Mopar
MOPAR '17 DODGE CHALLENGER

Mopar Celebrates 80 Years with Debut of Mopar '17 Dodge Challenger

- Limited-edition vehicle to offer exclusive Mopar Custom Shop, hand-painted exterior features
- Only 80 models each of two colour options will be produced to celebrate Mopar brand's 80th anniversary
- Vehicle includes commemorative owner's kit and serialized Mopar '17 80th Anniversary badge
- Mopar '17 Dodge Challenger to begin arriving in dealerships in second quarter 2017

The Mopar brand continues the celebration of its 80th anniversary with the introduction of the limited-edition Mopar '17 Dodge Challenger.

The vehicle offers a pair of hand-painted, custom show car trim options. Only 80 models will be available in Pitch Black/Contusion Blue, with another 80 in Pitch Black/Billet Silver, in a nod to 80 years of the Mopar brand.

The Mopar '17 Dodge Challenger also includes Mopar performance parts, accessories, an exclusive owner's kit and a serialized badge.

"Since its birth in 1937, Mopar has evolved from the name of an antifreeze product to a global customer-care brand," said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. "The Mopar '17 Dodge Challenger, our latest limited-edition vehicle, is a testament to this philosophy, showcasing how Mopar assists owners in personalizing all FCA US vehicles."

The Mopar '17 Dodge Challenger joins an exclusive club as the eighth limited-edition, Mopar-modified vehicle delivered straight from the factory. In 2010, the brand produced the first of an ongoing series of limited-edition vehicles, the Mopar '10 Challenger. Other low-run, factory-produced Mopar rides would follow: the Mopar '11 Charger, Mopar '12 300, Mopar '13 Dart, Mopar '14 Challenger, Mopar '15 Dodge Charger R/T and Mopar '16 Ram Rebel.



2017 MOPAR
**MOPAR '17 DODGE
CHALLENGER**

Mopar '17: Exterior

The Mopar '17 Dodge Challenger begins turning heads through its exterior and a pair of two-tone custom paint options achieved with an assist from the Mopar Custom Shop. Contusion Blue and Billet Silver hues are pulled from the Dodge brand's colour palette, with the upper portion of the Mopar '17 hand-painted Pitch Black at the Mopar Custom Shop to achieve the striking two-tone appearance.

The Contusion Blue colour conveys a tone-on-tone look, providing a subtle, hiding-in-plain-sight feel at night and a brilliant appearance in daylight. Billet Silver offers a more high-impact, high-contrast exterior colour. The inherent bodylines of the Dodge Challenger are used to transition from Pitch Black to Contusion Blue or Billet Silver, providing a seamless segue point.

A special Mopar 392 logo, also hand-painted on at the Mopar Custom Shop, gives an additional custom touch.

The upper exterior is unified with Pitch Black accents. The standard satin black of the Shaker Hood package by Mopar and Shaker Hood scoop surround is painted Pitch Black. The rear decklid spoiler also receives the Pitch Black treatment, and the Mopar Design badge on the spoiler is turned black-on-black.

20 x 9-inch aluminum wheels are embellished with semi-gloss accents, and centre caps feature the Dodge logo. Standard chrome exhaust tips are replaced with Dodge Challenger SRT Hellcat black exhaust tips.

Mopar '17: Performance

The six-speed manual transmission Mopar '17 Dodge Challenger also makes a powerful performance statement that enhances the base Dodge Challenger R/T 392. The 6.4-litre, 392 HEMI® engine pumps out 485 horsepower and 475 lb.-ft. of torque and is augmented by the Shaker Hood package by Mopar, which provides performance gains with a hint of vintage styling. The scoop is embellished with Shaker badging.

A Mopar cold air intake also delivers a performance boost and is aided by an air catcher duct system via the headlamp. The upgrade, inspired by the Dodge Challenger SRT Hellcat, feeds additional cold air into the vehicle. Mopar Shaker strut tower braces and caps are silver powder-coated and increase rigidity and handling of the Mopar '17 Dodge Challenger. Four-piston Brembo brakes provide stopping power.



2017 MOPAR
**MOPAR '17 DODGE
CHALLENGER**

Mopar '17: Interior/Exclusive Content

Heading inside, performance seats are the star, customized with Tungsten Mopar logos embroidered on the seatbacks. Tungsten stitching matching the Mopar logo borders the seats and continues throughout the vehicle, touching the door panels and additional interior areas.

Befitting its limited-edition origins, the Mopar '17 Dodge Challenger is delivered with exclusive content that highlights the vehicle's prestige and collectability. A special serialized Mopar '17 80th Anniversary badge is included under the hood, announcing 1-80 of the Contusion Blue version and 1-80 of the Billet Silver option.

Each customer will receive a special Mopar '17 Owner's Kit, packaged in a custom Mopar box that includes:

- Mopar welcome letter
- "Birth certificate" with vehicle specifications, date of manufacture and proprietary vehicle number
- Hand-signed Mopar '17 rendering from the FCA US LLC Product Design Office
- Special Mopar '17 booklet
- Customized acrylic memorabilia showpiece
- Mopar valve stem caps
- Mopar-branded items including a Mopar '17 keychain and a Mopar 80th anniversary badge

The Mopar '17 Dodge Challenger arrived in select dealerships in early second quarter 2017.

The Mopar '17 Dodge Challenger was first displayed at the Chicago Auto Show.

À propos de FCA Canada :

Fondée en 1925 en tant que Chrysler Corporation, FCA Canada Inc., dont le siège social est situé à Windsor (Ontario), célèbre son 92e anniversaire en 2017. FCA Canada est une filiale en propriété exclusive de FCA US LLC, un constructeur automobile nord-américain installé à Auburn Hills (Michigan), et un membre de la famille d'entreprises Fiat Chrysler Automobiles N.V. (FCA). FCA Canada compte environ 440 concessionnaires et vend les marques Chrysler, Dodge, Jeep_{MD}, Ram, FIAT et Alfa Romeo, ainsi que la désignation des véhicules de haute performance SRT. L'entreprise distribue aussi les pièces et accessoires Mopar et Alfa Romeo. En plus de ses usines de montage qui produisent la Chrysler Pacifica, la Chrysler Pacifica Hybrid et la Dodge Grand Caravan (à Windsor) ainsi que la Chrysler 300, la Dodge Charger et la Dodge Challenger (à Brampton), FCA Canada exploite une usine de pièces d'aluminium à Etobicoke et possède un centre de recherche et



2017 MOPAR
**MOPAR '17 DODGE
CHALLENGER**

développement à Windsor, ainsi que des bureaux de vente et des centres de distribution des pièces partout au pays.

