



80 YEARS OF



MOPAR®



# A Rich History

Motor and parts. Chrysler combined these two words way back in 1937, creating the name that today's Chrysler owners easily recognize: Mopar.

The brand has a loyal fan base that was built by providing excellent aftermarket parts, supporting communities and being exceptionally reliable.

Today, Mopar has operations in more than 20 different countries. The company is a global powerhouse that offers more than 500,000 parts and accessories, serving customers across 150 markets.

While the company's reputation has certainly grown in quality and service reliability, its journey to this level is truly remarkable.

## THE BEGINNING

In 1937, the Chrysler marketing team was tasked with developing a name to feature on the company's brand of coolant to be used in Chrysler vehicles. In the end, it decided on Mopar. It wasn't until

later in the year that Mopar became public.

At a Shriner's parade, the company revealed a 10-foot camel statue made from automotive parts. The camel, deemed Mr. Mopar, was the public's first glimpse of the brand that would ultimately become the umbrella term for all Chrysler vehicles and parts.

## HIGH PERFORMANCE

In the mid-1960s, Chrysler hit the ground running on developing high-performance parts to feed America's new hunger for horsepower. Chrysler engineers began rolling out these high-performance parts under the name Mopar Direct Connection and offered them exclusively to professional racers.

It wasn't long until the public demand made these parts avail-

able to everyone who wanted to beef up the power of their vehicle.

## MORE THAN JUST PARTS

As the 1980s ended, Chrysler acquired the Jeep brand from American Motors. This required Mopar to create a whole new line of parts and accessories to its lineup, creating a boom in the Mopar Service and Parts Division and allowing the brand to put its focus on a new goal.

In the 1990s, Mopar nailed the foundation that has kept them around for so long: great customer service. It created programs such as the Mopar College Automotive Program to supply technicians with a deep understanding of Chrysler vehicle diagnostics and repairs. By 2016, the brand launched its 1,000th Mopar Express Lane in the United States.



# 80-Year Anniversary

Aug. 1, 2017 is Mopar's 80th anniversary. Over the last eight decades, Mopar has evolved from a brand name of antifreeze into a parts and customer service giant to FCA vehicle owners.

Mopar has big plans to celebrate this epic milestone all year long. Mopar enthusiasts rejoice, because 2017 is your year, too, as the brand unleashes special edition vehicles, anniversary-themed merchandise, special events and celebrations in honor of turning the big 8-0.

## MOPAR-FIRST FEATURES

It is no accident that Mopar has had such a long run as an aftermarket parts supplier and all-around service provider. It has been the name and brains behind some industry-first innovations that influenced how other manufacturers conduct business. Some of these features include:

- **Vehicle information apps:**

Mopar was the first to introduce apps that communicate with vehicles. Consumers have a brand new media they can use to channel their vehicles.

- **Wi-fi:** Mopar was the first to allow consumers the ability to create a hot spot in their vehicle's cab.

- **Electronic vehicle tracking system:** Mopar was the first to send smartphone notifications to owners who have set parameters to for notifications when indicated speeds are exceeded or restricted areas are

entered.

## WHAT'S IN STORE FOR 2017?

Mopar has announced the launch of new programs and resources in support of the 2017 National Hot Rod Association season. It also will begin offering factory-backed support to select Drag Pak Mopar Challengers, which feature a top speed of 186 miles per hour and the ability to get from

zero to 60 in less than five seconds.

You may also get the opportunity to brush shoulders with Fiat Chrysler Automobiles engineers who will be at each of the 24 NHRA Mello Yello National events to give advice and guidance to drivers of the Mopar NHRA cars.

## CELEBRATE

While the specifics of Mopar's year-

long celebration have been kept close to the chest, Mopar promises 2017 will be packed with limited-edition anniversary vehicles, parts and customer-care deals, special-edition merchandise and numerous events throughout the year.

Stay tuned with your local dealers for more information on event specifics, and don't be surprised if there is a big announcement in August.



# Vehicle Protection

By registering your vehicle under Mopar's unique vehicle protection program, you can gain peace of mind that your vehicle's integrity is covered.



Since your registered vehicle is covered at any Chrysler-certified dealerships across the country, you can even leave town and know that Mopar is always nearby to help.

## WHAT DOES IT COVER?

Mopar offers two different protection plan levels for your vehicle. The Maximum Care option covers more than 5,000 different components on your vehicle. Your other option is Added Care Plus, which covers more than 800 individual

components.

To determine which plan works best for you and to hear about package costs, inquire with your local Chrysler dealership.

While each option is unique in what is covered, there are several features that each option offers. Here are a few:

- **\$100 deductible:** You are only responsible for the first \$100 of repairs for covered components.
- **Roadside assistance:** Includes tire change, fuel

delivery, lockout service and a \$100 towing allowance.

• **Trip interruption protection:** If your vehicle becomes inoperable due to a failure of a covered component and you're more than 100 miles from home, Mopar will pay you \$1,000 for the inconvenience.

## MANUFACTURER SUPPORT

Mopar Vehicle Protection has been around for decades. In this timeframe, the brand has offered factory-trained

technicians, genuine parts and service in dealerships throughout the country.

The technicians in charge of repairing your vehicle receive updated training to diagnose and repair common and complex symptoms. This protection is the only type covered by FCA (Fiat Chrysler Automobiles.)

## IS YOUR VEHICLE QUALIFIED?

Any vehicle that is part of the Chrysler family is auto-

matically qualified to be covered by the Mopar Vehicle Protection plan. If you're still unsure, these brands include Chrysler, Dodge, Jeep, Ram, Fiat and Alfa Romeo.

Even if your vehicle make isn't listed, it is still worth visiting your local Chrysler dealer to see if your specific brand is covered. Mopar still covers nearly all makes of their competition's models, but there are restrictions. Schedule an appointment today to get premium protection.

# Mopar Connect

Today's vehicles are packed full of exciting features due to the growth of technology. Mopar has been a leader in innovative technology and has stayed ahead of the curve when designing its powerful Mopar Connect features.

It is already possible to control your home's thermostat, outlets, door locks and lights from your smartphone. Mopar makes it possible to power important components to your vehicle with an incredible app at the touch of a finger. With a properly equipped vehicle, it is possible to lock and unlock your doors, pop your trunk and even start your engine.

## PARENTAL CONTROLS

Handing over the keys to a teen with a fresh driver's license can be a stressful yet incredibly proud moment. With Mopar Connect, you can monitor your teen's driving style and set restrictions.

You can set curfews to dictate when your vehicle may and may not be driven. If the curfew is broken, you will be alerted by a notification on your phone. You can even create multiple curfews for different drivers or times of the day. This is perfect for families with multiple teen drivers.

Another fantastic feature is the ability to set a perimeter in which your vehicle can navigate. Once again, you will receive a notification when the vehicle is in a restricted area.

Are you worried that your teen may be texting or talking while driving? The Mopar Connect app gives you the ability to block texts or calls while the vehicle is on.

## SAFETY FEATURES

According to the FBI, in 2015 there were 707,758 stolen vehicles in the United States. That stat doesn't include the number of reports of auto break-ins or burglaries. It is crucial to protect your vehicle and the property inside.

Mopar Connect helps you do just that by providing you with notifications in the event your vehicle alarm is triggered. You also will be provided with a notification that specifies the time and cause of the alarm. Keep in mind that your vehicle needs to be equipped with a factory alarm to take advantage of this feature.

The smartphone app also gives you the ability to trigger the alarm manually. With a touch, you can blare your horn and flash your lights in the case of any suspicious activity.



# Road Ready

Mopar does not stop at quality aftermarket parts, service and in-depth training. It also contributes to preparing teens for safe driving. As of 2016, more than 3,000 teens and parents have learned helpful driving tips and techniques through Mopar Motor Ready.

In 2017, you can find Mopar Road Ready holding informative classes in Arizona, New Jersey, Florida and Michigan.

## IS YOUR TEEN ELIGIBLE?

There are a few different categories your teen must fall into in order to be eligible to receive Mopar Road Ready training. According to the registration form, the restrictions are as follow:

- Must be between ages 15 and 19, have a valid driver's license or permit and at least 30 hours of experience behind the wheel.
- At least one parent or legal guardian must accompany the teen driver.
- A valid teen driver's license or permit number is required to complete registration.

If your teen falls in these categories, head to Mopar's Road Ready website or a Chrysler dealer for information on how to sign up. While classes are free, you are required to make a \$99 registration deposit, which is refunded once the training is complete.

You also have the option to donate your deposit to the Be Responsible and Keep Everyone Safe (B.R.A.K.E.S.) organization to support the growth of the Road Ready program.



## IN THE CLASSROOM

Mopar teams up with B.R.A.K.E.S. and the National Hot Rod Association to provide detailed training covering core driving strategies, proper seat and hand positioning and the basics of vehicle operation.

There is a 3:1 ratio between students and instructors in the program. This ensures that each teen receives sufficient attention.

## BEHIND THE WHEEL

Once your teen graduates from the classroom lessons,

it's time to get behind the wheel. Students learn valuable lessons on controlled training courses with instructors.

Accident avoidance is taught by using a slalom course, which teaches how to carefully swerve to avoid

obstructions at highway speeds. Mopar Road Ready also teaches the importance of under- or over-steering by practicing on a wet skid pad.

Other topics covered by this important driving lesson include avoiding distractions and practicing panic stops.

# Limited-Edition Vehicles

**A** Mopar tradition began in 2010 when Chrysler created its first Limited-Edition Mopar package to one of its most popular vehicles on the road today: the Dodge Challenger. Typically, these special-edition vehicles are limited to only a few hundred available vehicles and feature cosmetic and performance tweaks to their standard counterparts.

## 2010 MOPAR CHALLENGER

This was the inception of a signature series vehicle produced by Chrysler to carry a Mopar-exclusive name. Compared to the standard Challenger of 2010, this muscle car was mean in appearance.

The triple threat of a black interior, black high-gloss exterior and blacked-out 20-inch wheels made this beast shine. There were only 500 of these limited-edition vehicles produced, with three different accent colors available. Blue, silver and red accents were available, including the color of the racing stripe and the Mopar graphics placed in different areas of the vehicle.

While the big changes for this special-edition vehicle showed up in the appearance, the cold-air intake system also was updated, as well as the hood scoop. It gave the vehicle a 15-hp boost over the stock version.



## 2013 DODGE DART

In the 1960s and 1970s, the Dodge Dart was one of the most popular muscle cars on the market. The new vision for the Dart began in 2013, as a compact, fuel-efficient sedan. It also is the first vehicle produced under the Chrysler-Fiat partnership. It's no surprise

that Mopar gave this car special treatment for its welcome-back party.

The Mopar Dart uses the same black-on-black colors featured on the original special-edition Challenger. The signature blue Mopar racing stripe runs across the hood,

past its blacked-out grille. The interior also is black with blue accents. In fact, the driver's seat is stocked with blue leather while the rest of the seats are black leather.

Performance brakes, a lower suspension and a re-imagined power steering system also are

exclusive to the Mopar Dart.

## 2016 MOPAR RAM REBEL

The first special-edition Mopar vehicle based on a truck is the Ram Rebel. If you thought the Rebel could not get a more aggressive look, Mopar added a blacked-out

front fascia, black wheel flares, and its signature hood and side-panel graphics to really make this truck shine.

It also features new exhaust and cold-air intake systems, creating a quieter experience when traveling at highway speeds.

# Performance Upgrades

It is no easy task to be the parts provider for the diehard fans of muscle cars, off-road Jeeps and powerful trucks. However, by listening to the demand from the public and endless hours of testing, Mopar has it all figured out.

It offers engine conversion kits and off-road specific components that will keep any Chrysler fanatic busy with vehicle upgrades.

If you're inexperienced in working on vehicles, don't forget the experts at your local Chrysler dealership. They likely have had hands-on training for the upgrades released by Mopar.

## JEEP WRANGLER UPGRADES

For years, members of the Wrangler community have found themselves traveling down highways and climbing up hills on the trails.

Mopar understands that Jeeps are not driven the way most passenger vehicles are intended to be driven — on smooth, obstruction free roads. That is why its off-road division is important to drivers who enjoy life on the trails.

Beginning with the chassis, Mopar creates components that increase performance and boost the suspension which provides more comfort and control when off-roading. If ground clearance is an issue, there are even lift kits on the market from Mopar.

Upgraded wheels and driveline components also are available to get you out of slippery situations.



## UPGRADES FOR CLASSIC CARS

In the 1970s, the government began creating stricter regulations for emissions and economy on vehicles. This ultimately affected the muscle-car community as engi-

neers had yet to figure out how to get the same horsepower out of efficient engines.

Today, engines are packed with power and efficiency and meet restriction criteria. Mopar has created a way to give your old muscle car

today's power.

Mopar vehicles older than 1975 can now be fitted with a 5.7 or 6.4 HEMI engine thanks to the Mopar conversion kit. This fully stocked kit comes with all required installation hardware, as well as the facto-

ry-backed confidence that comes with using Mopar parts.

Check with your local dealer for more information about obtaining the kit and getting your weekend project car working to today's standards.



# 80 years of Mopar



## A BRAND IS BORN

August 1, 1937

Contraction of "Motor Parts,"  
Mopar® born as antifreeze line



## MOPAR REDEFINES COOL

In the 1940s, Mopar introduces its full line of products; maintaining your coolant system becomes as easy as 1, 2, 3



## MOPAR DISTRIBUTES TO THE MASSES

Sprawling Center Line, Michigan, Mopar Parts Depot opens, still flourishes today



First Mopar package cars win at drag strip, Omega M logo debuts



## RACE INSPIRED & STREET LEGAL

Street/strip success inspires "Mopar or No Car" catchphrase



## ADAPTATION & INNOVATION

"Direct Connection" performance parts launch

## MOPAR ACCESSORIZES WITH JEEP VEHICLES

Jeep® parts/accessories join growing Mopar portfolio





**EXPRESSLANE**

OIL, TIRES & SERVICE CENTER

**CUSTOMER EXPERIENCE FIRST**

Mopar Express Lane service debuts

2008



**MOPAR AT YOUR FINGERTIPS**

Mopar offers industry-first smartphone vehicle apps, limited-edition Mopar '10 Challenger



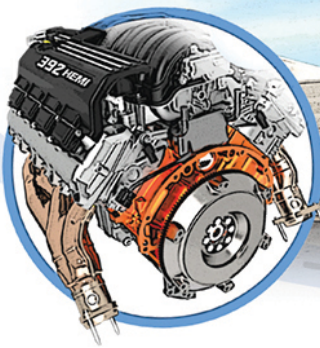
2010

2011-12

2016

**1,000 AND GOING STRONG**

1,000th Express Lane opens, Crate HEMI® Engine Kits fire up



**CUSTOMER EXPERIENCE GOES GLOBAL**

'11 - Mopar expands globally, opening operations in Shanghai and Dubai

'12 - Mopar accelerates transformation into global brand

4Q '12 - First factory-connected tablet tech via wiADVISOR



2017

**MOPAR AIMS AT CONNECTED FUTURE**

Mopar serves over 150 markets, offers more than 500,000 products worldwide and works to deliver fully connected customer experience

