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MEDIA ADVISORY: Chrysler Group LLC to Show Custom Vehicles Bound for SEMA Show, 'Mopar or No Car'

WHAT: Customization is king. Prior to this year's SEMA (Specialty Equipment Market Association) show in Las Vegas, Chrysler Group's Mopar brand will preview select custom vehicles headed for the event. The SEMA show is the premier automotive specialty products trade event. The private show draws the industry's newest custom products to the Las Vegas Convention Center and attracts more than 100,000 visitors from more than 100 countries. This year's show takes place from Oct. 30 through Nov. 2

WHEN: This Friday, October 12, 2012. Food and beverage will be available at 8:30 a.m. ET. Event starts promptly at 9 a.m. Eastern time

WHERE: Mopar's Accessory and Performance Lab, 26001 Lawrence Ave., Center Line, MI 48015

WHO: Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand

LIVESTREAM: Following the event, at 10:30 a.m. Eastern time, a live webcast highlighting each vehicle will take place with Mark Trostle, Head of SRT, Viper, Mopar and Motorsports Design

Mopar webcast at: www.livestream.com/chryslercommunications

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