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Jeep® Wrangler Named ‘Hottest 4x4 SUV’ of 2012 SEMA Show; Mopar and Jeep Brands Create Jeep Performance Parts

- Jeep® Wrangler recognized as ‘Hottest 4x4 SUV’ at SEMA
- More than 300 Mopar performance parts and accessories available for Jeep Wrangler
- Mopar and the Jeep brands work together to create Jeep Performance Parts, even more parts to increase off-road performance
- Mopar’s off-road division announces new Mopar 6.4-liter HEMI® V-8 and 5.7-liter HEMI engine conversion kits for 2007 through 2011 model-year Jeep Wranglers

October 29, 2012, Las Vegas - For the third consecutive year, the Jeep® Wrangler was recognized as the ‘Hottest 4x4 SUV’ at the Specialty Equipment Market Association (SEMA) trade show today in Las Vegas.

SEMA president and CEO Chris Kersting presented the award to Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC’s service, parts and customer-care brand, and Mark Allen, Head of Jeep Design, in the Grand Lobby of the Las Vegas Convention Center.

“The SEMA Award helps guide consumers toward the hottest-trending and most accessory friendly vehicles on the market,” said Kersting. “Our SEMA show exhibitors are industry visionaries who determine the winners of the SEMA Award based on the vehicles they showcase in their booths. Each booth vehicle represents a ‘vote’ and the most prominent models in each category are the winners.”

“Jeep Wrangler is an icon and one of our most customized vehicles,” Gorlier said. “We offer more than 300 performance parts and accessories for the vehicle and we’ll offer even more with the creation of our Mopar off-road division that will create new Jeep Performance Parts.”

Jeep Performance Parts is a new portfolio of high-end, hard-core Jeep parts, including axles, lift kits, bumpers, winches, skid plates and suspension components. These parts will offer factory-engineered solutions to increase off-road performance.

Today, Mopar’s new off-road division announced a Mopar 6.4-liter HEMI V-8 engine conversion kit and a new 5.7-liter HEMI conversion kit, which cover 2007 through 2011 model-year Jeep Wranglers.

About SEMA and the SEMA Show

The SEMA show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at www.SEMAShow.com or www.sema.org.

Jeep Wrangler

Jeep Wrangler – the most capable production off-road vehicle in the world – gets even better due to continued refinement without sacrificing any off-road prowess. Jeep continues to refine the successful Wrangler formula by combining legendary, benchmark capability with an interior that delivers rich styling, occupant comfort and versatility, and a premium appearance courtesy of items such as body-color hard tops for the popular Sahara and Rubicon models.

Features such as new seats, interior LED lighting, dual windshield washer nozzles and Alpine audio upgrade are new for 2013. A new premium Sunrider soft top features a richer appearance and three layers for reduced noise, and all soft tops on Unlimited models have been redesigned for easier operation.

The new 2013 Jeep Wrangler Moab special edition pays homage to the popular enthusiast off-roading venue and boasts winch-ready steel bumpers, rear limited-slip differential and available rear locker. Wrangler Moab is available with a black or body-color hardtop, and has dedicated off-road features like new Goodyear Silent Armor off-road tires with Kevlar reinforcement and rock rails. The award-winning 3.6-liter V-6 engine delivers 285 horsepower and 260 lb.-ft. of torque, and is available with a six-speed manual or five-speed automatic transmission.

Jeep Brand

Built on more than 70 years of legendary heritage, Jeep is the authentic SUV brand with class-leading capability, craftsmanship and versatility for people who seek extraordinary journeys. The Jeep brand delivers an open invitation to live life to the fullest by offering a full line of vehicles that continue to provide owners with a sense of security to handle any journey with confidence.

The Jeep vehicle lineup includes Compass, Grand Cherokee, Patriot, Wrangler and Wrangler Unlimited. To meet consumer demand around the world, all Jeep models are sold outside North America – and all are available in right-hand drive versions and with gasoline and diesel powertrain options. Chrysler Group LLC sells and services vehicles in approximately 120 countries around the world.

Mopar-First Features

Mopar has introduced numerous industry-first features, including:

- Vehicle-information apps: first to introduce smartphone vehicle-information applications, a new channel of communication with consumers
- Electronic owner manuals: first to introduce traditional owner manuals in a DVD and brief user-guide format
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Wireless charging: first to introduce in-vehicle wireless charging for portable devices
- Electronic Vehicle Tracking System (EVTS): first to market with a new interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car
- Camper trailers: first to introduce off-road camper trailers
- WiTECH: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network

About the Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat SpA partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat SpA, Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat SpA brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat SpA vehicles — 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.com.

75 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARTs) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s—the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “special parts” for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use. The brand has expanded to include technical service and customer support.

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