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FCA Canada: All-New Mopar Winter Wheel Assemblies Deliver Additional Cold-Weather Control

- Mopar winter wheel assemblies include winter tire, steel rim, Tire Pressure Monitoring System (TPMS)
- Assemblies delivered mounted, balanced, ready to install

December 4, 2015, Windsor, Ontario - Winter is coming — and just in time, so are all-new Mopar winter wheel assemblies.

The all-new Mopar winter wheel assemblies are available for order for a variety of FCA Canada vehicles. Assemblies include a winter tire, steel rim and Tire Pressure Monitoring System (TPMS), and are delivered mounted and balanced, so you or your dealership can quickly and easily pop off all-season rims and rubber and put on cold-weather appropriate gear.

“Mopar is rolling out our first-ever offering of winter wheel assemblies for those customers who desire a little extra control during the cold weather seasons,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA – Global. “The assemblies arrive ready to install and deliver additional peace of mind, even in areas unaffected by the harshest winter weather.”

Winter wheel assemblies are available for FCA Canada vehicles including the Dodge Grand Caravan, Dodge Charger (AWD and RWD), Chrysler Town & Country, Chrysler 300 (AWD and RWD), Chrysler 200 and Jeep® Cherokee, with the program scheduled to expand to encompass even more vehicle models next year.

Mopar winter wheel assemblies will be priced around \$285 per wheel; depending on the vehicle (dealer installation is separate). Customers can visit their local FCA Canada Inc. dealership for more information.

Why you need Mopar Winter Tires: The science of 7 degrees

At precisely 7° Celsius, the superior adhesion of winter tires begins to make a difference, regardless of road or weather conditions. With their specifically formulated rubber compounds, winter tires reduce vehicle stopping distances by up to 25 per cent – performance that can make the difference between a close call and calling for a tow.

Mopar winter wheel assemblies are also a wise choice for FCA’s four- and all-wheel-drive models. With their aggressive tread patterns, they augment the additional traction and control these vehicles afford.

Popular brands of available Mopar winter tires include Bridgestone, Goodyear, Yokohama, Pirelli, BF Goodrich, Michelin and Continental and many more, with more than 1,100 winter tire fitments offered.

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 FCA’s service, parts and customer-care brand and distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centres and 27 customer-contact hubs 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.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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