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## **Mopar® Ready to Upfit All-new 2011 Jeep® Grand Cherokee**

- Dozens of Mopar parts and accessories engineered to enhance vehicle image, operation and functionality

April 7, 2009, New York - The all-new 2011 Jeep® Grand Cherokee takes Jeep's "Go anywhere, do anything" attitude to a new level, and Mopar® provides the accessories and Performance Parts to support the Jeep customer lifestyle. Mopar offers an array of Authentic Jeep Accessories for individuals who want to customize, modify, restyle and personalize their all-new 2011 Jeep Grand Cherokee.

With the increased demand for vehicle personalization and customization, Authentic Jeep Accessories from Mopar are available for interior and exterior appearance and comfort along with convenience enhancements. Mopar accessories feature precise fit and are designed and engineered to meet all Chrysler original equipment corrosion protection specifications and durability standards.

"Our factory-engineered and manufactured Authentic Jeep accessories from Mopar are designed and performance- and safety-tested to provide compatibility in function, fit and finish," said Jim Sassorossi, Director – Mopar Global Parts Sales & Marketing, Chrysler LLC. "Our customers may customize their all-new 2011 Grand Cherokee with dozens of Jeep accessories from Mopar to meet expectations for off-road capability and on-road refinement."

Following is a sampling of the most popular Mopar accessories and performance parts that will be available on the all-new 2011 Jeep Grand Cherokee:

### **Authentic Jeep Accessories from Mopar**

Exterior:

- 18-inch Aluminum Wheels: "Rugged" style aluminum wheels are available in polished silver and painted black and have been treated in a durable clear coat finish and meet Chrysler strength, corrosion and balance standards. Wheels are sold individually with center cap
- 20-inch Aluminum Wheels: "Upscale"-style aluminum wheels are available in polished silver, have been treated in a durable clear coat finish and meet Chrysler strength, corrosion and balance standards. Wheels are sold individually with center cap
- Air Deflectors: Mopar offers front, side and rear Air Deflectors that are all made of shatter-resistant materials. Each deflector works to redirect airstreams and help protect the vehicle from settling dirt and grime
- Chromed Products: Mopar offers a variety of chromed products to give the 2011 Jeep Grand Cherokee a unique, customized look. Parts include a chromed fuel-filler door, rear-bumper step pad, side-mirror covers, a 3.6-liter exhaust tip and a chromed mesh grille. Each part meets Chrysler standards for durability
- Grille Insert: Upgraded grilles help enhance vehicle's aesthetic appeal in mesh chrome or black
- Molded Splash Guards: Deluxe and flexible splash guards in front and rear are molded to the Grand Cherokee's contours for a custom fit to provide excellent lower-body protection
- Rock Rails: Constructed of heavy-gauge steel, Rock Rails are fully functional and provide rocker panel and lower body-side protection with a Textured SatinBlack finish that meets Chrysler corrosion standards
- Skid Plates: Made from heavy-gauge steel and painted with a high-quality black powder-coat finish to provide protection to vital vehicle components when traveling off-road
- Sport Utility Bars: Mount to original equipment side-rails to allow other rooftop carriers to be installed with ease. Bars are made of aluminum to help protect against corrosion, while

T-slots allow for quick carrier installation. Additional products have been designed for easy attachment:

- Roof Cargo Basket, Soft-Side Roof Cargo Carrier and Bike and Ski Carriers: These items mount to Sport Utility Bars on vehicle roof and allow for two-tier loading
- Tow Hook: Rated with a towing capacity up to 5,500 lbs., these hooks mount securely to the frame and are fully tested for durability and load capacity
- Tubular Side Steps: Constructed of light-weight anodized aluminum or powder-coated steel and available in black or chrome, these side steps provide wide skid-resistant stepping surfaces for easy vehicle entry and exit
- Vehicle Covers:
  - Front-end Cover: Black vinyl material with 22-ounce foss polyester backing helps protect vehicle from bugs, dirt and road debris
  - Full Vehicle Cover: Made of premium material that is washable, heavyweight, breathable and water resistant, this cover helps to protect vehicle finish from ultraviolet rays, dirt and other airborne pollutants
- Wheel Lock: Mopar offers a protection package locking gas cap and wheel lock. Each Wheel Lock kit includes four or five chrome-plated locking nuts, and one exclusive Mopar key to help protect against wheel and tire theft without affecting wheel balance

#### Interior and Electronics:

- Bright Pedal Kit: Made from 304 polished stainless steel with Santoprene rubber substrate, bright pedal covers are designed specifically to fit production pedals and are easy to install
- Cargo Area Protection:
  - Carpeted Cargo Mat: Made of 24-ounce premium carpet and features Jeep logo and surged edge binding. Removes easily for cleaning
  - Dog Bed: Keep the Jeep Grand Cherokee owner's cargo area protected while keeping pets comfortable. The bed is 31 inches x 36 inches x 2 inches and made from tan and grey textured material. The zippered cover removes for easy washing
  - Folding Cargo Liner: Designed to cover the floor, may be folded or rolled when not in use. One-piece, black, soft vinyl
  - Molded Cargo Tray: Molded from flexible skid-resistant rubber, helps prevent cargo from moving about as vehicle is driven to protect against and contain spills, dirt, grease and grime. It is custom-molded to fit exact contours of the cargo space, yet removes for easy cleaning
- Door Sill Guards: Brushed stainless steel guards protect interior sills from scratches and features the Grand Cherokee logo on front sills. Front sills are also available in stainless steel with an illuminated Jeep logo
- iPod Interface Kit: Play iPod music files directly through the vehicle's audio system by plugging the iPod into the custom cable and controlling the music selection by the iPod control wheel. iPod interface cable to be used only with Mopar uconnect phone kits with iPod integration
- Katzkin Leather Seat Covers: Premium leather seating packages in a variety of colors and trims
- ParkSense® Rear-Park Assist System: Assists at low speeds in Reverse to detect stationary objects. Consists of audible warnings for the driver and has a display in the Electronic Vehicle Information Center (EVIC) integrated into the instrument cluster
- Portable Navigation System: Mopar offers a variety of competitively priced, easy-to-use navigation systems which provide precise guidance to destinations through the use of Global Positioning System (GPS) satellite technology
- Rear Fog Lamps: Increase vehicle visibility from the rear with these bright red fog lamps. Identical to fog lamps used on European Jeep Grand Cherokee models, they are controlled by the front fog lamp switch
- Rear-Seat Video, DVD: The DVD player is integrated into the headliner, console, in-dash or the headrest. Audio may be accessed through the vehicle's sound system and/or through wireless headphones. An auxiliary input is provided for a video camera, CD, MP3 and video games
- Rear View Camera System (Includes Monitor): State-of-the-art, wide-angle lens video camera that improves rear-view visibility

- Seatback Video, DVD: The DVD player is integrated into the seatback. Audio may be accessed through the vehicle's sound system and/or through wireless headphones. An auxiliary input is provided for a video camera, CD, MP3 and video games
- uconnect phone: Uses Bluetooth technology to provide voice-controlled wireless communication between occupants' compatible mobile phone and the vehicle's onboard receiver
- uconnect web: Turns your vehicle into a WiFi hotspot, allowing every vehicle passenger to harness the power and entertainment value of the Internet at the same time

### **More than 70 Years of Mopar**

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Originally used in the 1920s, Mopar (a simple contraction of the words MOtor and PARts) was trademarked for a line of antifreeze products in 1937. It also was widely used as a moniker for the CMPC. 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.

Today, Chrysler LLC's Parts division is responsible for the distribution of nearly 350,000 authentic Mopar replacement parts, components and accessories for Chrysler, Jeep® and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler Engineering standards.

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