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Mopar® Announces Best-Selling Performance Parts and Accessories for 2010 Dodge Challenger

Mopar Celebrates Challenger's 40th Birthday Party Bearing Performance Parts and Accessories

- Mopar offers an array of performance parts and more than 100 accessories for the Dodge Challenger lineup
- Complete list of Chrysler, Jeep, Dodge and Ram performance parts and accessories is available at www.mopar.com

February 14, 2010, Auburn Hills, Mich. - Mopar is bringing a truck-load of performance parts and accessories to Dodge Challenger's 40th birthday party.

"Dodge Challenger is one of our most accessorized vehicles," said Pietro Gorlier, President and Chief Executive Officer - Mopar Service, Parts and Customer Care, Chrysler Group LLC. "Unlike any other automotive aftermarket company, Mopar parts and accessories are specifically designed, engineered and quality-tested to further enhance the performance and appearance of our Chrysler, Jeep, Dodge and Ram vehicles. This results in Dodge Challenger owners spending more than \$600 on Mopar accessories."

The 2010 Dodge Challenger is available in three models - SE, R/T and SRT8. With cutting-edge technology and ultimate performance in two available HEMI® V-8 engines, Dodge Challenger delivers on the brand's "bold, powerful and capable" credo.

Following are Mopar's best-selling accessories for Dodge Challenger:

1. Door-Sill Guards: Mopar's brushed stainless steel guards make scratches to the interior sills a thing of the past. Manufacturer's Suggested Retail Price (MSRP): \$140
2. Vehicle Cover: Dodge Challenger owners may cover their prized possession with Mopar's vehicle cover. Protection from ultraviolet rays, dirt and other pollutants is available with a washable cover that features a Dodge Challenger logo and elastic edges. MSRP: \$323
3. Chromed Fuel-Filler Door: A chromed custom fuel door complements Dodge Challenger's exterior paint colors and provides the retro look of muscle cars from the past. MSRP: \$176
4. Rear Deck-Lid Spoiler: Mopar's "go-wing" spoiler attracts additional attention for the owner who is looking for that enhanced heritage look. MSRP: \$316
5. Splash Guard Kits: Molded splash guards provide excellent protection for front fenders, rocker panels and rear fascias. MSRP: \$52.75/pair
6. Classic Mopar T/A hood: Available with an integrated scoop that adds to Dodge Challenger's aggressive appearance. The scoop is matte black and may be painted to match any exterior. MSRP: \$1,275
7. Decal Kits: Mopar offers a variety of graphics that provide long-lasting appeal and are constructed of fade- and weather-resistant vinyl. Among the available choices are a full body-side beltline graphic in matte black or matte silver (MSRP: \$190) or a custom strobe stripe beginning on the front of the vehicle and fading out midway through the door (MSRP: \$182).
8. Floor Mat Kit: A set of four dark-slate grey mats provide excellent protection for floor surfaces and feature a Dodge Challenger logo. MSRP: \$82.25

9. Hitch Receiver: Available for base and R/T models, the 1,000-pound tow-rated hitch has a 2-inch receiver opening. MSRP: \$298

10. Interior Trim Bezel: Provides an upgraded look on the center stack bezel and console trim plate with a carbon weave finish. MSRP: \$172

On the performance side, Mopar continues to offer key engine and suspension components for any production Challenger. Following are a few of the most popular offerings:

1. Cold-Air Intake Systems: Replaces the factory system for the 5.7-liter HEMI (MSRP: \$371) or 6.1-liter HEMI (MSRP: \$384) and allows cooler outside air into the engine for gains in horsepower and torque.

2. Cat-Back Exhaust Systems: Deliver a throaty exhaust tone while providing improved horsepower and torque. Available for 5.7-liter HEMI (MSRP: \$1,190) and 6.1-liter HEMI (MSRP: \$1,745).

3. Stage 2 Coilover Suspension Kit: Allows Dodge Challenger owners to lower the ride height of their vehicle for a low, custom look and a sporty ride. MSRP: \$1,750

4. Mopar Strut Tower Brace: Reduces body flex in the front end while improving handling. MSRP: \$359

5. Performance Brake Pads: Offer superior braking and pedal feel without brake fade at higher operating temperatures. MSRP: \$74

Dodge Brand

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles last year: the all-new Dodge Journey, the brand's first crossover vehicle, and the Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go® and Swivel 'n Go™ seating and storage systems. The 2010 Dodge Journey and the 2010 Dodge Avenger, with Electronic Stability Control, both earned the 2010 Top Safety Pick rating from the Insurance Institute for Highway Safety (IIHS).

Also in 2008, the Dodge Journey entered key volume markets outside North America, joining the Dodge Avenger, Nitro and Caliber. Dodge Caliber was the highest sales volume vehicle for the company outside North America in 2008.

Mopar Brand

Mopar distributes approximately 280,000 parts and accessories in more than 90 countries and is the source for all original equipment parts for Chrysler, Jeep, Dodge and Ram vehicles. Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler, Jeep, Dodge and Ram vehicles – a direct connection that no other aftermarket parts company can provide.

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.

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 former 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.

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