

Mopar Debuts *Mopar Nation*, New Brand and Lifestyle Publication; Online Subscription Website Goes Live

- Consumers and enthusiasts may visit www.moparnationmag.com to subscribe to *Mopar Nation*

- *Mopar Nation* features human-interest stories focused on the people, passion and performance that fuel the Mopar brand

- Summer 2012 issue of Mopar's new brand lifestyle magazine will be available in June

June 7, 2012 , Auburn Hills, Mich. - Consumers and Mopar enthusiasts may now go online to subscribe to *Mopar Nation*, the new quarterly brand and lifestyle magazine, which launches this year in conjunction with Mopar's 75th anniversary. Subscribers may sign up online at

www.moparnationmag.com and receive four issues of

Mopar Nation

for \$14.95.

Mopar Nation embodies the Mopar spirit by capturing the stories of the people, passion and performance that have driven the brand for 75 years. Providing additional value to consumers, the magazine includes in-depth profiles of passionate Mopar enthusiasts, celebrity features and events, unique perspectives on Mopar car clubs, helpful car-care tips, what's hot on Mopar's Web sites and social media channels, highlights from premier Mopar events and exclusive, behind-the-scenes articles on product development.

"We are thrilled to bring *Mopar Nation* to our consumers through a new medium," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "This magazine will create a new avenue through which we can connect with our fans, bringing them all things Mopar."

Features in the Summer 2012 issue of *Mopar Nation* (available this month) include a profile of the Stark family, one of thousands of devoted "Mopar families" that have passed down their passion for Mopar through generations; a special two-page section with milestones, stats and fun facts on Mopar's 75th Anniversary; and an exclusive, behind-the-scenes ride with Mopar and Jeep® on the trails at the 46th Annual Moab Easter Jeep Safari.

For more information, visit your local Chrysler Group LLC dealer, or to subscribe to *Mopar Nation*, visit

www.moparnationmag.com

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

Mopar Debuts Mopar Nation

Written by JardaKo

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- 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 S.p.A. 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 that 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 S.p.A. 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.