

MOPAR HISTORY

For seven decades, Mopar has been the genuine original equipment parts supplier for some of the most legendary brands in the American automotive industry. As the new century moves forward, Mopar continues its role as the exclusive original equipment supplier for Fiat Chrysler Automobiles' (FCA) American brands: Chrysler, Dodge, Jeep® and Ram. Mopar now employs over 4,500 people worldwide and sells millions of original equipment parts and accessories through an exclusive global network of more than 10,000 authorized dealers.



Over the past seven decades, the Mopar brand has worn many faces, but one fact has remained constant: Mopar has earned a well-deserved reputation for engineering excellence, product quality and responsive customer service.

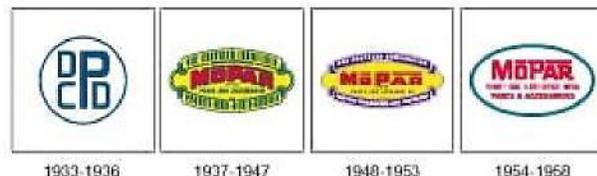
Drawing on its rich heritage, Mopar has designed, developed and sold parts for some of the most famous automotive brands in American history. Brands such as Chrysler, Plymouth, Dodge, Jeep®, Ram, DeSoto and others.

Remarkably, Mopar can trace its roots back to 1924 when Walter P. Chrysler unveiled his new Chrysler Six automobile at an auto show in New York City. As Mr. Chrysler grew his business to include other automotive brands, including Plymouth, DeSoto and later, Dodge, it became clear that the fledgling company needed a parts sales, marketing and distribution division to support the growing enterprise. The Chrysler Motors Parts Division was soon established. It would be several years later, however, that the parts division would adopt the Mopar name. In 1937, the Chrysler Division's Activities Council was brainstorming ideas for how to name a new line of antifreeze products. The name that made the most sense was a simple and easy to remember combination of the words MOtor and PARTs. And the Mopar brand was born.

During the 1930s, Mopar sales really took off as the need for high quality replacement parts increased significantly with the growing population of Chrysler vehicles. The name Mopar was quickly becoming synonymous with high quality and responsive customer service. Following World War II, Americans were hungry for new cars and, consequently, demand for high-quality parts grew significantly.

Mopar's reputation as the exclusive supplier of original equipment parts for Chrysler vehicles was set in stone. By the mid-1950s, a new trend was developing in America. In a word, it was performance. With Mopar fast becoming well known as a quality supplier of parts and components for passenger cars and trucks, professional and amateur racers alike began calling upon Mopar to deliver the race-winning products they needed to compete.

The 1960s saw the dawn of America's legendary muscle car era. Mopar's racing heritage was accelerating at full force now with the birth of the world-famous Hemi engine in 1964. Dodge and Plymouth racers around the country demanded high quality performance products from Mopar in record numbers, and Mopar was only too happy to contribute to this unique form of American racing. In the 1970s, Mopar launched the "Direct Connection" name for its growing line of performance products, which eventually would lead to today's Mopar Performance Parts. During the 1980s and '90s, Mopar's reputation in racing circles shifted into high gear, as Mopar became a worldwide leader in providing technology for a competitive advantage. In turn, Mopar's experience on the racetrack led to higher quality parts for passenger cars and trucks.



Today, Mopar's heritage of racing and performance excellence continues. In addition to winning dozens of races, Mopar-powered racers have captured several manufacturers' championships over the years, including the NASCAR Truck Series, the World of Outlaws championship, three NHRA Pro Stock championships, two NHRA Funny Car championships and a pair of titles in FIA LeMans series action where the popular Dodge Viper left the competition in the dust.

So just what makes Mopar the high-quality choice for Chrysler, Dodge, Jeep® and Ram vehicles? Quite simply it's the fact that all Mopar parts and accessories are designed, developed and manufactured in strict adherence to FCA Engineering specifications. No other manufacturer can make that claim because nobody else is the original equipment supplier of parts and accessories for Chrysler, Dodge, Jeep® and Ram vehicles. Exhaustive product testing - both in the lab and on the road - verifies and proves out the quality of Mopar products.

Thousands of men and women, along with industry leading technologies and facilities, combine to build unrivaled quality into each product Mopar makes.

Wherever in the world Chrysler, Dodge, Jeep® and Ram vehicles are sold; Mopar offers the parts and components to keep them operating properly. Since all Mopar products are designed exclusively for Chrysler, Dodge, Jeep® and Ram vehicles, vehicle owners can rely on Mopar products for years of dependable service.

What began as a small parts making division 70 years ago, will tomorrow be the global parts making and distribution leader for Chrysler, Dodge, Jeep® and Ram vehicles around the world. We're building on an American heritage of quality, performance and innovation. And that's the Mopar difference!

