



## **PRESS RELEASE**

### **Strategic Partnership between Magneti Marelli and Chrysler Group parts division, Mopar, to distribute parts in North America aftermarket.**

*Magneti Marelli and Mopar to offer comprehensive service and parts for all-makes brand vehicles.*

North America becomes an important region for Magneti Marelli After Market Parts and Services (AMPS), on top of Europe and South America. Today, Magneti Marelli and Mopar announced, with a press conference held at Mopar Complex in Center Line, Michigan, a strategic agreement that will give Mopar dealership network the availability of Magneti Marelli product offer and service knowledge to fully service all-brand vehicles.

From April, the first Magneti Marelli product lines will be sold in Chrysler Group dealerships: brake pads, shocks, struts, brake rotors, oil filters, air filters, fuel filters and cabin filters for all brands vehicles. Other product lines will gradually phase into Chrysler Group dealership network throughout the year.

Chrysler Group has a network of 2,311 dealers and last year and more than 2.6 million customers with competitive all-brand vehicles visited Chrysler Group dealerships. Magneti Marelli AMPS is aiming to offer 26 product lines and more than 3,000 part numbers to Chrysler Group dealership customers.

Through Magneti Marelli product lines, Mopar will be able to extend its offer to the all-makes parts and enable comprehensive servicing of GM, Ford, Toyota, Honda, Nissan, Hyundai, and Kia vehicles at Chrysler Group dealerships.

“Globally Magneti Marelli has an image and reputation clearly linked to product innovation and quality.” said Dino Maggioni, CEO, Magneti Marelli Aftermarket “In these last months, we have joined forces with Mopar and worked together on the synergies in distribution and parts range proposition and now we are ready to strengthen our presence in the U.S. aftermarket, offering Magneti Marelli product range thus becoming the brand for All-Makes parts for Chrysler dealers.”

“For customers with competitive vehicles”, said Pietro Gorlier, President and CEO of Mopar, “the agreement with Magneti Marelli effectively creates one-stop service shops at our Chrysler Group dealerships and our dealership network will now have the ability to fully service customers who drive into our service lanes with all makes vehicles with high quality Magneti Marelli parts”.



During the press conference at the Mopar Complex in Center Line, Mich., an Avenger Rally car was unveiled - a unique elaboration of the well known Dodge model – representing the result of the first collaboration of the announced alliance between Magneti Marelli and Mopar.

Starting with a stock 2011 Dodge Avenger Main Street, Mopar and Magneti Marelli prepared a vehicle with several of the accessories parts that Mopar and Magneti Marelli are currently offering to their customers.

This appealing Avenger Rally car will be exposed at the New York Motorshow opening April 22nd.

***Mopar is Chrysler Group LLC's service, parts and customer-care 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, Dodge, Jeep and Ram Truck vehicles. Mopar parts are unique in that they are engineered and tested with the same teams that create factory-authorized vehicle specifications for Chrysler, Dodge, Jeep and Ram Truck 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](http://www.mopar.com)*

*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 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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***Magneti Marelli designs and produces advanced systems and components for the automotive industry. With its 77 production units, 11 R&D centres and 26 application centres in 18 countries, about 33,000 employees and a turnover of 5.4 billion Euros in 2010, the group supplies all the leading carmakers in Europe, North and South America and the Far East. Its business areas include: Electronic Systems, Lighting, Powertrain, Suspensions systems, and Shock absorbers Exhaust Systems, Aftermarket Parts & Services, Plastic Components and Modules, Motorsport. Magneti Marelli is part of Fiat Spa.***

***Magneti Marelli After Market Parts and Services S.p.A. is the division of Magneti Marelli devoted to all the activities related to the automotive independent aftermarket and service networks, The company has about 480 employees, 7 locations throughout the world and a turnover that reached about 286 million euros in 2010.***

*Magneti Marelli Aftermarket Parts and Services distributes spare parts, automotive components and information to the Independent Aftermarket, through a network of spare parts dealers; and provides assistance, services, products and know-how through a network of authorised*



*workshops. Putting together all the various trademarks on the repair market, the network of Magneti Marelli AMPS has almost 4,800 workshops worldwide, about 1,800 of which in Italy, about 1600 in Europe and about 1400 in South America*

**Milan, Center Line April 13th 2011**