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Mopar Unleashes 'Hellcrate' 6.2-liter Supercharged Crate HEMI[®] Engine Kit at SEMA

Additional Product News on Tap at Brand's Tuesday Evening SEMA Product Presentation

- New Mopar 6.2-liter supercharged Crate HEMI[®] Engine Kit — dubbed the “Hellcrate” — will debut at 2017 Specialty Equipment Market Association (SEMA) Show
- Mopar introduces its first-ever supercharged, 707-horsepower factory-backed crate engine kit
- Mopar “Hellcrate” HEMI Engine Kit “plugs and plays” with 6.2-liter supercharged Crate HEMI Engine, delivering 707 horsepower and 650 lb.-ft. of torque
- Graveyard Carz star Mark Worman will join Mopar again at SEMA, debut 1970 Superbird Tribute build with new Mopar “Hellcrate” HEMI Engine Kit
- Mopar “Hellcrate” HEMI Engine Kit and 6.2-liter supercharged Crate HEMI Engine available for ordering at www.moparhemicrate.com
- 15,345-square-foot Mopar SEMA exhibit features hundreds of Mopar products and 13 FCA US LLC vehicles, including Mopar-modified Dodge Durango SRT
- Additional major Mopar product news to be announced at brand's SEMA product presentation at 7:26 p.m. ET/4:26 p.m. PT on Tuesday
- Watch Mopar SEMA product presentation live at <https://livestream.com/FCALive/MoparSEMA2017>

October 30, 2017, Auburn Hills, Mich. - Enthusiasts demanded it, and now the Mopar brand is unleashing a new Mopar 6.2-liter supercharged Crate HEMI[®] Engine Kit — nicknamed the “Hellcrate” — that injects 707 horsepower and 650 lb.-ft. of torque under the hood. The Mopar “Hellcrate” HEMI Engine Kit, the first-ever supercharged, 707-horsepower factory-backed crate engine kit, will debut in the brand's 15,345-square-foot exhibit at the 2017 Specialty Equipment Market Association (SEMA) Show, scheduled for Oct. 31 to Nov. 3.

The release of the new Mopar “Hellcrate” HEMI Engine Kit will be followed by the unveiling of additional high-profile news during the brand's Mopar SEMA product presentation, scheduled for Tuesday, Oct. 31 at 7:26 p.m. ET/4:26 p.m. PT. The product presentation can be viewed live at <https://livestream.com/FCALive/MoparSEMA2017>.

“Never before has a supercharged, factory-direct 707-horsepower crate engine kit been offered, and we are proud to be the first to deliver a solution enthusiasts have demanded,” said Pietro Gorlier, Head of Parts and Service (Mopar), FCA. “This ultimate powertrain option fits the needs of owners and fans who demand iconic performance.”

The new Mopar “Hellcrate” HEMI Engine kit provides relatively simple “plug and play” with the 6.2-liter supercharged Crate HEMI Engine assembly — also available from Mopar. The Mopar “Hellcrate” HEMI Engine Kit marries modern 707 horsepower with authentic, factory-backed quality.

The kit includes a powertrain control module (PCM), power distribution center, engine wiring harness, chassis harness, accelerator pedal, ground jumper, oxygen sensors, charge air temperature sensors and fuel pump control module for the 6.2-liter supercharged Crate HEMI Engine. The PCM is unlocked and set to the factory 707-horsepower calibration. The Mopar “Hellcrate” HEMI Engine Kit is optimized for use with manual transmissions, such as the Tremec Magnum transmission kit.

An essential Front End Accessory Drive (FEAD) Kit, which includes an alternator, power steering pump, belts, pulleys and more, is among additional engine accessory hardware components available to assist in installing the Mopar “Hellcrate” HEMI Engine Kit.

The kit, intended for pre-1976 street and off-road vehicles, ships in unique packaging featuring the “Hellcrate” logo and includes in-depth information sheets with helpful installation tips and requirements.

The Mopar “Hellcrate” 6.2-liter supercharged Crate HEMI Engine assembly (Part Number 68303089AA) is available for a Manufacturer’s Suggested Retail Price (MSRP) of \$19,530. The Mopar “Hellcrate” 6.2-liter supercharged Crate HEMI Engine Kit (Part Number 177072452) is available at an MSRP of \$2,195.

The Mopar “Hellcrate” HEMI Engine Kit and Mopar “Hellcrate” 6.2-liter supercharged Crate HEMI Engine assembly feature a Mopar three-year/unlimited mileage warranty when purchased together.

For more information or to order, visit www.moparhemicrate.com.

1970 Plymouth Superbird Tribute featuring Mopar “Hellcrate” HEMI Engine Kit

Mark Worman, star of Velocity’s Graveyard Carz vehicle restoration television show, helped Mopar introduce the brand’s 345 and 392 Crate HEMI Engine Kits last year at the SEMA Show. Worman returns to Las Vegas with a fresh new Mopar build, this time a 1970 Plymouth Superbird Tribute fueled by the plug and play capabilities of the new Mopar “Hellcrate” 6.2-liter supercharged Crate HEMI Engine Kit.

A top Mopar enthusiast and brand ambassador, Worman and his Graveyard Carz team embarked on a faithful clone restoration of the Limelight Green Superbird, but decided to tweak the “Bird” to truly make it fly with 707 horsepower and 650 lb.-ft. of torque.

To do so, Worman dropped in the Mopar “Hellcrate” HEMI Engine Kit and 6.2-liter supercharged Crate HEMI Engine assembly in the Superbird clone. Power is put to the ground via a Tremec Magnum six-speed manual transmission kit. Engine accessory hardware components used in the build include the Front End Accessory Drive (FEAD) Kit.

Worman also sourced installation and restoration parts, such as the complete interior, dash assembly, exterior trim, wheels and wiring harnesses for the Superbird through Classic Industries, one of the largest, most trusted licensees of restoration and performance parts in the country. Last year at SEMA, Mopar announced a team-up with Classic Industries to provide web, technical and parts location assistance for enthusiasts seeking to restore their vintage Mopar rides. Information on Mopar Restoration parts is available at <https://www.mopar.com/en-us/store/parts/mopar-restoration-parts.html>.

Mopar-modified Dodge Durango SRT

The Mopar brand’s SEMA exhibit, a popular staple of the show, will incorporate product displays with hundreds of Mopar parts and accessories, as well as 13 FCA US LLC vehicles, most Mopar-modified, including a Dodge Durango SRT with custom Mopar touches.

The exterior is the true story of the “Mopar-ized” 2018 Dodge Durango SRT. The SUV’s Octane Red color is capped with a near body-wide, non-metallic Gloss Black “stripe” that covers the functional SRT hood, extends up and over the roof and ends at the rear spoiler. Non-metallic Gloss Black also masks the background of the tail lamps. Delivered with an already action-ready stance, Mopar lowering springs drop the Durango SRT even closer to the pavement, providing an even more aggressive profile.

Inside, red Katzkin leather seats mirror the outside skin, with front and middle row seatbacks embroidered with a Light Grey Mopar logo. The same Light Grey stitching outlines the red Katzkin seats and touches the console and instrument panel.

A signature Mopar Design badge marks the rear end, and interior Mopar carpet mats feature the Dodge logo. Left untouched is the powertrain of the Dodge Durango SRT — the fastest and most powerful three-row SUV in its class — letting the proven 392-cubic-inch HEMI V-8 with 475 horsepower and 470 lb.-ft. of torque speak for itself.

1968 Plymouth GTX featuring Mopar 392 Crate HEMI Engine Kit

Mark Worman also worked his magic to rejuvenate a second vehicle in the Mopar display, a 1968 Plymouth GTX owned by fellow Velocity TV personality and Mopar lover Chris Jacobs.

A small fire damaged the engine compartment but left the paint and appearance of the Chip Foose-built vehicle otherwise unharmed, prompting Jacobs to contact Worman to swap out the original 440 big block engine in the silver and black GTX. Worman did so with an assist from the Mopar 392 Crate HEMI Engine Kit, first revealed last year at the Mopar SEMA display. The kit, paired with a modern-day 6.4-liter HEMI engine, now puts 485 horsepower and 472 lb.-ft. of torque at the pedal.

The kit includes a power distribution center, PCM, engine and chassis wiring harnesses, accelerator pedal, oxygen sensors, ground jumper and charge air temperature sensor. Installation was aided with available Mopar hardware, including a power steering expansion kit, AC expansion kit and a Front End Accessory Drive (FEAD) Kit.

The GTX will be auctioned off for a charitable cause live on Velocity Network at the Barrett Jackson Collector Car Auction in January, with the Mopar engine swap also documented on a future episode of Worman's Graveyard Carz TV show.

1937 Dodge pickup featuring Mopar 345 Crate HEMI Engine Kit

Another Mopar engine kit to debut at last year's SEMA Show, the Mopar 345 Crate HEMI Engine Kit, highlights a 1937 Dodge pickup brought to life as part of the Mopar brand's partnership with Pennzoil Shell.

The Mopar Blue truck, a call out to the brand's 1937 birth year and 80th anniversary, features a vintage Mopar logo on both doors. Built by Tommy Pike Customs, the classic pickup is powered by a 5.7-liter HEMI engine packed with 383 horsepower and 425 lb.-ft. of torque, thanks to help from the turnkey Mopar 345 Crate HEMI Engine Kit.

The custom chassis mates to the modified truck body, with the door handles shaved off, bumper deleted and tubbed fenders to add clearance for the custom wheels, which are accented with large Dodge center caps. The exterior features black running boards and fenders. Inside, modifications include custom seats and a Mopar 80th logo dome light added to the headliner.

The custom truck bed bottom boasts wood slats painted with the Pennzoil logo. For a final, refreshing feature, 30-gallon Pennzoil-labeled barrels staged near the pickup will hold cold beverages ready to be tapped and served following the conclusion of the Tuesday evening Mopar media briefing at SEMA.

Dodge muscle car lineup featured at SEMA

The Mopar SEMA exhibit will also include a pair of red-hot rides from Dodge's most powerful muscle car lineup ever. Joining Mopar-modified vehicles on the show floor will be an 840-horsepower 2018 Dodge Challenger SRT Demon, the world's fastest quarter-mile production car ever, and a 2018 Dodge Charger SRT Hellcat, powered by the 707-horsepower supercharged 6.2-liter HEMI Hellcat V-8 engine.

SEMA show attendees can also take the wheel of the most high-octane drag racing simulation experience ever created. A pair of Dodge Challenger SRT Demon simulators will offer the latest state-of-the-art motion technology to deliver incredibly realistic special effects and virtual head-to-head racing

SEMA display highlights Jeep® brand

Four Jeep® display vehicles, "desert off-road" floor graphics and a wall-sized "family portrait" picturing Jeep concept vehicles on the trail at the 2017 Moab Easter Jeep Safari spotlight how Mopar assists owners in personalizing the Jeep Wrangler. Along with a historic 1944 military Jeep vehicle, Mopar-customized Jeep Wrangler vehicles on display will include the Jeep Wrangler Switchback, Jeep CJ66 and Jeep Shortcut

Mopar-first Features

During the brand's 80 years, 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
- wiADVISOR: first to incorporate a tablet-based service lane tool
- 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
- Wi-Fi: first to offer customers the ability to make their vehicle a wireless hot spot
- Electronic owner manuals: first to introduce traditional owner manuals on a smartphone app

80 Years of Mopar

Mopar (a simple contraction of the words MOtor and PARTs) was born on August 1, 1937, as the name of a line of antifreeze products. Mopar has since evolved over 80 years to serve as the total service, parts and customer-care brand of all FCA vehicles around the globe.

Mopar made its mark in the 1960s during the muscle-car era, with Mopar Performance Parts to enhance speed and handling for both road and racing use, and expanded to include technical service and customer support. Today, the Mopar brand's global reach distributes more than 500,000 parts and accessories in over 150 markets around the world. With more than 50 parts distribution centers and 25 customer contact centers globally, Mopar integrates service, parts and customer-care operations in order to enhance customer and dealer support worldwide.

Mopar is the source for genuine parts and accessories for all FCA US LLC vehicle brands. Mopar parts are engineered together with the same teams that create factory-authorized specifications for FCA vehicles, offering a direct connection that no other aftermarket parts company can provide. Complete information on the Mopar brand is available at www.mopar.com.

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Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>