



Chrysler Group limited-edition Mopar 2013 Dart

Mopar-Badged 2013 Custom Dart Debuts

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The Dart marks the fourth special-edition Mopar-badged vehicle created since the Chrysler partnered with Fiat S.p.A in 2009.

Building on the success of the Mopar '10 Challenger, Mopar '11 Charger and the Mopar 2012 300, the limited-edition Mopar 2013 Dart will be built and customized with Mopar performance parts and accessories. Production for a limited run of 500 units will begin this spring.

"For this special, limited-edition vehicle, we specifically kept the driver in mind as we added se-

lect Mopar parts and accessories" said Pietro Gorlier, president and CEO of Mopar.

Inspired by the tuner scene, the Mopar 2013 Dart is designed for driving enthusiasts. Powered by a 1.4-liter MultiAir intercooled turbo engine with a manual transmission, the Mopar 2013 sports a gloss-black finish with a pair of car-length Mopar Blue stripes, which mirror each of the three previous Mopar-themed models.

For enhanced handling, upgrades include performance steering-gear calibration, a 7 millimeter-lowered suspension and low-profile 40 aspect performance tires.

The custom Dart offers a premium brake kit with slotted rotors, enhanced engine breathing with a performance-tuned exhaust and ground-effects kit, which includes a front-chin spoiler, one-piece decklid spoiler, and an aggressively styled rear diffuser.

The exterior includes a Mopar badge in the crosshair grille and 18-inch wheels with Mopar logo on the wheel center caps.

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Ford 'Auto Glow's Paris Treat Raises Record \$250K for Kids

by Irena Granaas

"AutoGlow: Vive Detroit," a charitable fundraiser to benefit The Children's Center in Detroit, was held at Ford Field following the Charity Preview for the North American International Auto Show on Jan. 18. About 1,000 guests enjoyed gourmet foods, music and dancing in a gala early-20th Century Parisian atmosphere while helping a very worthy cause.

The Presenting Sponsor was Ford Motor Co., and on hand for the evening were AutoGlow hosts Bill and Lisa Ford, Ford President and CEO Alan Mulally and his wife Nicki, and Debora Matthews from The Children's Center. Michigan Governor Rick Snyder also put in an appearance. The evening continued an unbroken 81 years of continuous support for TCC by Ford.

"We are truly grateful for the community's enthusiastic and generous support of AutoGlow," said AutoGlow host Lisa Ford. "This year, we are thrilled to report that generosity has exceeded our wildest expectations. In every category, from ticket sales to sponsorships to individual donations, we have increased our funding over last year.

"This is tremendous news because it means The Children's Center can continue their vital programs, which are critical to its ability to service the growing number of needy children and families in Detroit and Wayne County."

The sold-out evening broke all past fundraising records for the annual AutoGlow, clearing in excess of \$250,000 in donations for The Children's Center, one of the largest front-line, child-serving agencies in Michigan, helping

troubled and at-risk children and their families. This does not include any money TCC will receive as one of dozens of charities that will benefit from funds raised by the Charity Preview, clarified AutoGlow spokeswoman Melissa Bunker of PCG-Campbell.

Bunker noted in an interview the gala evening offered guests "quite a bit of Parisian flair," including performances by live bands, can-can dancers, aerial trapeze artists and a 16-foot-tall replica of the Eiffel Tower, all meant to recreate the glory days of the famed Moulin Rouge cabaret, a prime example of late 18th- and early 20th-century entertainment. Performers were dressed in period costumes and guests were served Parisian-inspired food while surrounded by unique Paris-themed décor.

"We had women on trapezes; we had mimes, strolling musicians, the can-can (dancers), and of course the crepes, made right on the cart - it was all designed to be like a street in Paris, so a lot of detail went into creating that," she said. "Transforming a football stadium into a street in Paris was quite a feat."

Another challenge was creating the miniature Eiffel Tower.

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