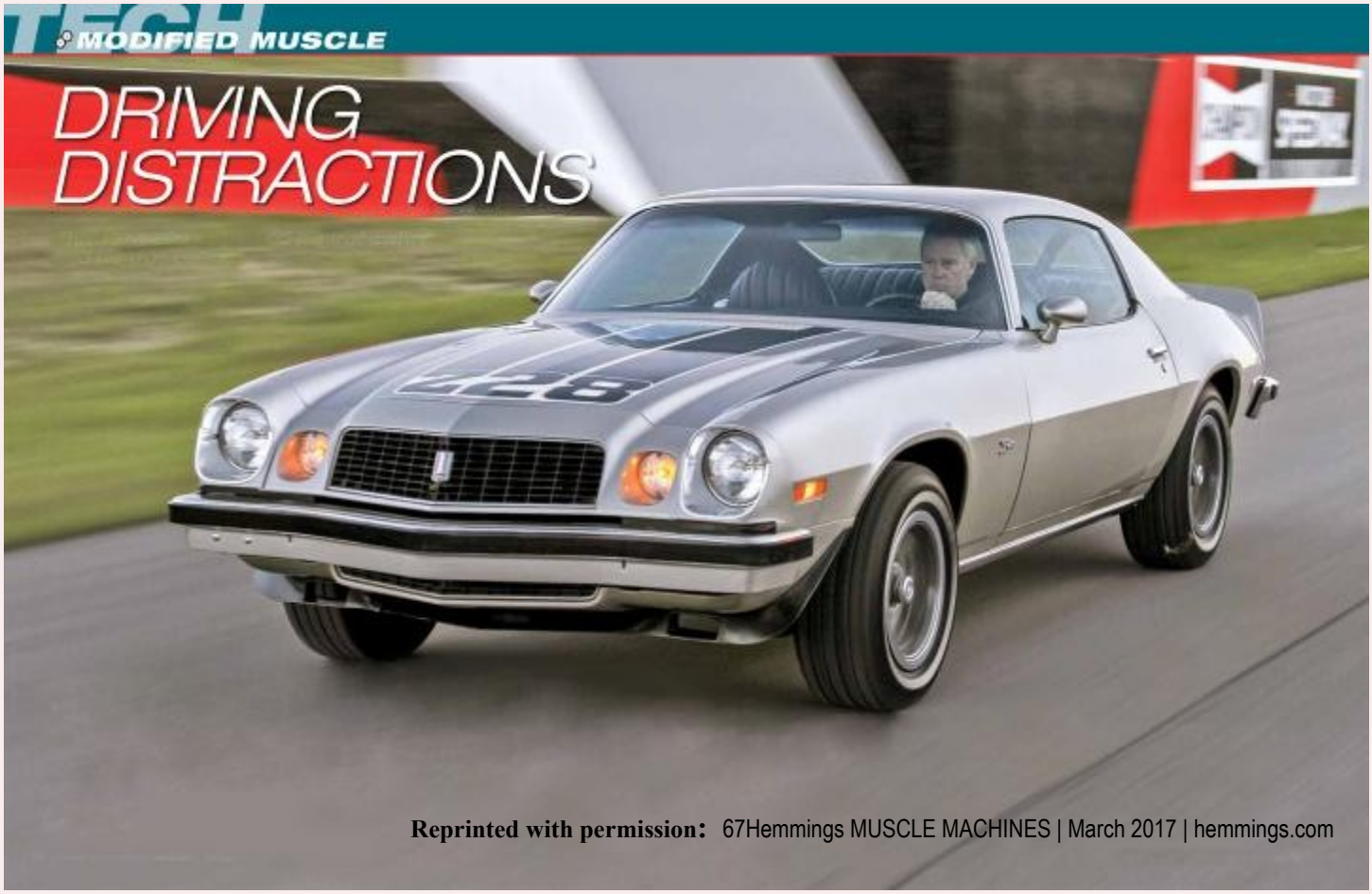
Special E-Edition

Winter 2016

Spring 2017

Volume 22 Issue 2

A Motor City Viper Owners Publication



This 1974 Z28 helped its original owner find his true calling

By Terry McGean
Photography by Barry Kluczyk

Parents want what's best for their kids. Sometimes that motivates efforts to steer the children away from bad influences and other distractions. Distractions like fast cars, for instance. That may have been what Richard Winkles' father was thinking when he suggested to his then teenage son that he think about buying a brand-new car. See, young Richard had acquired his first car just a year or so earlier a used '69 Camaro and it seemed to have in spired him to begin exploring the world of hot rodding. "It was a 327 with a three speed manual on the floor. It was the car that got me hooked on Camaros," he explains, adding that he hadn't really been all that interested in cars before that. Which was surprising, given that he had grown up during the 1960s in the area around Flint, Michigan. His father worked for General Motors, as had his grandfather. But none of that had sparked anything in Richard, until he got his hands on that '69.

I did all the typical stupid teenage stuff I bought a used carb and manifold without knowing if they were a good match, headers and Cherry Bombs… and I wound up with a car I could hardly drive because it didn't run well," he says of his earliest forays into the search for more horsepower. The mechanical experimentation may not have pleased his parents, but it did leave a lasting impression upon Richard. Meanwhile, there was that nudge toward a new car. One with a warranty. It was the summer of 1973, and the factory muscle cars were all but gone from showrooms, but Richard had already been bitten. "When I bought my '69 Camaro, I didn't even know what a Z28 was, but I started noticing them on used car lots. I'd open the hoods and see those finned valve covers and big chrome air cleaners and thought that was really cool," recalls Richard. "Naturally, when I started thinking about a new car, I wanted a Z28."

Though it looks almost entirely stock, this is actually a '70 400 block with a 350 crank, making 378-cu. in. with disguised aluminum Corvette heads. Holley is similar to '70 LT-1 unit, which is where the air cleaner came from.

But his father wasn't having any of that nonsense. "You don't need one of those," he said, though a base Camaro was still okay. "We went around to some Chevy dealers, and when we found the one that would give us the best deal, we ordered a Camaro, but the car just never came in. We kept checking, but they kept telling us it was delayed for some reason, so we started looking elsewhere."

In truth, Richard had begun looking well before that, without his dad. He and a friend were going around to other Chevy dealers, and they started finding examples of the new, restyled '74 Z28s sitting on the lots.

This was a turning point in the Camaro's evolution, as the styling of the front and rear sections had been updated, largely as a means of accommodating the newly mandated 5-MPH bumpers. There was also a new Z28 graphics package replacing the traditional twin deck stripes that had become a trademark of Chevy's Z. This new package also provided broad stripes—three of them—that came down the hood from the windshield area, terminating in a giant "Z28" callout. The same treatment was repeated on the deck.

But the bold graphics were an option—the standard arrangement included a pair of traditional metal Z28 badges mounted to the front fenders, with a similarly styled decal applied to the panel between the taillamps.

As it happened, one of the cars Richard was looking at with his friend had the spoilers, but no graphics package. Richard liked the standard rear Z28 decal, and when he mentioned it, his buddy said he could get him one.

"No sooner had he said that than he was peeling it off the back of the car," Richard says with a chuckle.

After a couple of weeks more of looking around, Richard and his father wound up at that very same dealer. Richard had already been surreptitiously working the numbers with a salesman, so when he came back with his father, he was armed to make his case again for a Z28. Sufficiently worn down by the whole process, his dad finally relented, and Richard became the proud owner of a Silver Metallic 1974 Camaro Z28. It was a four-speed, with no A/C and no graphics package, but it did have the spoilers. Curiously, it did not have the rear Z28 decal.

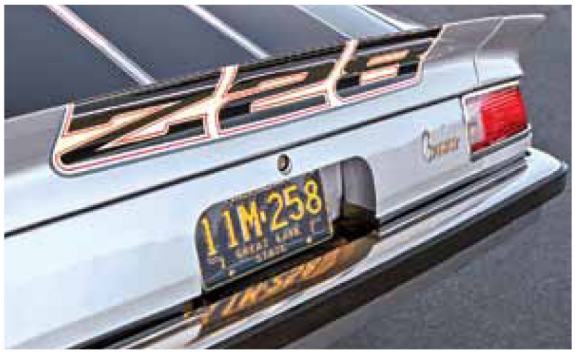
"Yep—we had vandalized my own car," Richard laughs—the car his friend had peeled the decal from was now his.

But, since Richard liked the full graphics package, he had the dealer order and install it. "That way I got the fender emblems, which I liked, and the stripes. With the stripes from the factory, the fender emblems were not installed."

Finally, the boy had a new car. No need to open that hood—it's perfect just as it is… right?

"It didn't take long for me to

The '74 Z28 was the first with the refreshed nose and tail. Bold graphics were an option, though these were added by the dealer.



Standard interior is all original, though the instrument cluster is from a '70 Z28—note the 150 speedo and 8,000-RPM tach with 6,500 redline.

start messing around with it," says Richard, showing how deeply the hot rodder's bug had infected him by that time. "My mom and dad were already like, 'You leave that car alone!' but I thought a dual-point distributor seemed like a good thing. If one set of points was good, two had to be better, right?"

So, when the folks went out of town for the weekend… "I went over to my grandpa's. He was an old-time mechanic and welder, and he helped me put in the distributor."

Not long after, Richard had the hood up and his father immediately spotted the new yellow plug wires and different distributor. Needless to say, he wasn't pleased, but that wasn't what had the biggest impact on Richard.

"The distributor wasn't in there long, because it didn't seem to do anything, so I put the stocker back in. That was one of the things that got me interested in figuring out what made engines run better."

That quest, triggered during Richard's senior year of high school, helped him figure out where he was heading next. "By the time I graduated, I knew I wanted to be an engineer. I had taken some shop classes, but it only left me wanting more"

OWNER'S VIEW

I was able to buy this car, thanks to a good-paying part-time job and very supportive parents. I had done considerable homework to determine which car was the best performer and the most cost effective, and had really wanted a Super Duty Trans Am, but that cost a lot more. I've owned two SD-455 Trans Ams in the years since, though both have moved on. But, after 43 years, the Z28 has always been a great car. It's like new and runs and drives great. Takes me back in time every time I get into it. — *Richard Winkles*

By the time Richard Winkles had graduated high school in 1974, his Z28 had helped him figure out that he wanted to be an engineer. Today, with 32,000 miles, it still wears original paint.

He found it at the University of Michigan, where he enrolled in a mechanical engineering program and had the opportunity to participate in a co-op program with Chevrolet at the Flint engine plant. "I got to see engines built for two summers—it was a tremendous learning experience. The only things they didn't do there was pour castings and manufacture valve lifters."

Richard would later land a position with the mighty General, but the work wasn't what he'd hoped for. "I was working in plant engineering, not product engineering, which is what I really wanted to do." Later, after answering an ad in the *Detroit Free Press* placed by Chrysler looking for engineers, he got an interview, and was offered one of three positions, including one in engine development. "It took me about a half a second to take the engine development job." Richard says, suddenly seeming to be on the path he'd been looking for since high school.

All this time, the Z28 remained with him. It was now the early '80s, and he'd taken care of the Camaro, and had even gotten another car to drive daily a few years prior. The Camaro still looked like new, and appeared mostly stock, but, as Richard tells, "I always tinkered with it. I'm a purist, but the Camaro has always been my hot rod." Those tendencies were finally about to be enabled with some of that knowledge Richard had sought years earlier.

"Someone I knew had a 1970 Chevy 400 small-block lying around that they were going to get rid of," he explains. "I knew the '70 400 had four-bolt mains, so I took it." It would become the foundation for an engine project for the Z28, using a much more informed approach than his earlier efforts.

Working with one of the outside machine shops he'd encountered through his work for Chrysler, Richard rebuilt the 400 block using the forged 350 crankshaft from the Camaro's original engine, enabled by spacer bearings that would mate the main journals of the 350 crank to the larger main saddles in the 400 block. Forged TRW pistons sized for a 400 with a .030-inch overbore and intended for the shorter-stroke combination were hung from the Z28's L82 forged connecting rods.

One of Richard's earliest assignments had been in the cylinder-head flow lab, working with other engineers to improve the efficiency of Chrysler's head designs. A friend who worked at GM gave Richard a set of prototype aluminum small-block Chevy cylinder heads that were part of the testing program for the Corvette application that debuted for 1986. Richard was able to work on porting the heads in the evening using airflow knowledge gleaned in the flow lab and input from the seasoned engineers who worked there. He then selected a solid-lifter camshaft that complemented the engine's displacement and flow characteristics, taking into consideration the '70 Z28 "high-rise" aluminum intake he would also use.

With the engine in the car and topped by a Holley carb, the stock '74 dual-snorkel air cleaner would no longer fit. No problem—a '70 Z28 dual-snorkel unit did. All of this added up to 378 cubic inches, making 440 horsepower and 425-lb.ft. or torque, while remaining completely streetable and reliable. A well-engineered package.

Despite the modifications, raising the hood on the Camaro today doesn't give the impression of much hot rodding, save for the headers, and most of us expect to see those on a Z28 anyway. The aluminum intake, Holley carb and even the earlier air cleaner all look like they were put there by GM, probably because they would have been just a few years prior.

There are some other subtle tricks you might not notice. Inside, the stock gauge cluster, which on

this car was lacking tachometer and other instruments (an option not selected by the dealer), now has a very factory-looking full gauge package, though it, too, is from a '70 model. That means the redline begins at 6,500 RPM and continues to 8,000 (most second-gen Camaro tachs end at 7,000), while the speedo goes all the way to 150 MPH, rather than 130 as on the stock '74 cluster. And everything is calibrated to read accurately. The knob for the rear defog, which this car doesn't have, actually controls the manual choke.

Also, those first-year aluminum bumpers? Normally they're backed with a particularly heavy apparatus that includes small leaf-spring impact absorbers. Richard carefully removed a bunch of that too, leaving the bumpers tucked ever so slightly more tight to the body, and about 80 pounds lighter.

Richard's renovations to the Z28 were rewarded promptly as he took the car to the drag strip shortly after getting the new engine dialed in, where the car ran high 12-second times at a healthy 109 MPH. Today, it still wears its factory paint and the decals installed at the dealer in 1974; the upholstery and trim are all factory, as well.

As for his decision to work at Chrysler, we'd say it worked out. After some early assignments, Richard was part of a group of engineers sent to Italy to help Chrysler's recently acquired Lamborghini, to work out an engine controller project for its new electronically fuel-injected V-10. Six months later, he returned to be told that he'd be working on a new project for Chrysler: its own V-10 sports car. So, in 1989, Richard became a member of the team that created the original Dodge Viper. He would wind up working on Viper for most of the rest of his career with Chrysler, retiring recently as Viper's chief powertrain engineer.

Today, Richard is still working as an engineer, and still tinkering. His Z28 shares space with the '70 Ram Air IV GTO he acquired in 1980, the '08 Viper he bought new because, "after working on the project so long, I had to have one," and the most recent addition, a Hellcat Challenger.

Not bad for a kid so distracted by hot rods.

1974 CHEVROLET CAMARO Z28 SPECIFICATIONS

ENGINE	
Block Type	1970 Chevrolet 400 small-block, four-bolt main
Cylinder Heads	GM aluminum prototype heads for 1986, ported, 2.05/1.60-inch valves, modified for original valve covers. Flowed at Chrysler using lead airflow tech.
Displacement	378 cubic inches
Bore x Stroke	4.156 x 3.48 inches
Compression Ratio	10.0:1
Pistons	TRW forged
Connecting Rods	1974 Chevrolet L82 I-beam, 5.7-inch
Crankshaft	Chevrolet 350, forged steel, stock stroke
Horsepower @ RPM	440 @ 6,500
Torque @ RPM	425-lb.ft. @ 4,800
Camshaft Type	Comp Cams solid flat-tappet
Duration	238/242 degrees at .050-inch lift
Lift	.540/.520-inch
Lobe Separation Angle	112 degrees
Valvetrain	Sharp roller rocker arms
Fuel System	GM/Delco mechanical pump
Induction System	1970 GM/Chevrolet LT-1 aluminum dual-plane intake manifold, Holley
Lubrication System	Stock, gear-type pump
Ignition System	GM/Delco HEI electronic ignition
Exhaust System	Tubular headers with 1¾-inch primary tubes, Jet Hot coated, Pypes dual 2½-inch exhaust with X-pipe and Flowmaster transverse muffler case (two mufflers in one)
Original Engine	1974 Chevrolet 350-cu.in. small-block, L82: 245 hp
TRANSMISSION	
Type	1974 GM/Muncie M-21 four-speed manual
Ratios	1st 2.20:1 2nd 1.64:1 3rd 1.28:1 4th 1.00:1 Reverse 2.27:1
Shifter	1979 Pontiac Trans Am Hurst unit, rebuilt to Competition Plus specs
Clutch	11-inch diaphragm type
DIFFERENTIAL	
Type	GM 8.5-inch 10-bolt with Positraction limited slip
Ratio	3.73:1 (factory original)
STEERING	
Type	GM Saginaw-type hydraulic-assist power; recirculating ball
Ratio	Variable ratio, 14.3:1 overall
BRAKES	
Type	Stock-type front disc/rear drum with vacuum-booster power assist
Front	GM 11-inch ventilated disc with single-piston calipers
Rear	GM 9.5 x 2.00-inch drum
SUSPENSION	
Front	Independent; upper and lower unequal-length A-arms with coil springs, tubular shock absorbers and a 1.0-inch anti-roll bar
Rear	Solid axle located with parallel multi-leaf springs; tubular Monroe coil-over shock absorbers and .69-inch anti-roll bar
WHEELS AND TIRES	
Wheels	Chevrolet five-spoke Rally, steel Front 15 x 7 inches Rear 15 x 7 inches
Tires	Firestone S/S Radial Front 235/60-15 Rear 235/60-15
PERFORMANCE	
1/4-mile	12.89 @ 109 MPH

Dodge Viper One of One Program Experience Ron and Cris Stene

Wow, the world started spinning when we decided to get a new 2017 Viper. This is our one of one Viper experience. One that will be cherished by our family forever. Thank you Dodge!

Our story begins with an email on October 5, 2016 to a friend to regarding the election for MCVO President (also joking that he should run for the US Presidency – this was one month before the actual election!). In the email, I mentioned that we were thinking about obtaining a new Viper when we returned from our 3-year expat assignment in Brazil in mid 2017. Bruce responded that Viper orders would be frozen in just 2 days and no more orders would be taken after that point. Being in Brazil meant we received little to no knowledge of current events in the US and this came as quite a surprise. Bruce provided a dealer contact if we wished to begin an order process. Before we could respond an email arrived from Roanoke Motors. Enter John Gastman and the beginning of his incredible help with our journey. He endured the many decisions and changes to decisions over the several month period, ultimately leading up to the present. Here follows the story of our one of one Viper Program experience.

The first step was to select the Viper model. This was difficult as since we departed for Brazil in early 2014 the variations of Vipers had expanded significantly. We had only observed SRT and GTS models firsthand. The TA and ACR were completely foreign to us (pun intended). As were the myriad of interior and exterior options. John gave us insights on the various models, links to drivesrt.com to make a custom design and off we went. We also obtained all the available technical specifications and some firsthand experience from our Viper brethren back in Michigan. With inputs in hand we decided on the TA 2.0 (package or group at that point as I am not sure we understood the difference). From our perspective, it was a perfect mix of street car with fantastic on-track potential, in comparison to the highly acclaimed ACR, with even higher on-track potential. On-street behavior, especially for longer trips and cruises, was a primary factor in the decision. Thoughts of the 600 and 1200 lb per inch springs shaking our bones sealed the deal. With model selected it was on to the next step.

Next was interior and option selections. This seemed like it would be more straight forward, but as we found out was extremely complex. We initially decided on the GTS Laguna interior with sepia color. Nice color coordination with the exterior colors we had in mind. Then with a desire to have carbon fiber accents, 18 speaker audio system, carbon fiber X brace and other minor touches the price tag was going into the stratosphere. It was then we then discovered a couple of rarely exercised interior options called Ceramic Blue and Anodized Carbon. Of these we found the Ceramic Blue to be a nice match with the exterior color we had in mind (the Anodized Carbon had orange accents, though more in line with the TA 2.0 selection, did not mix well with the exterior colors). So Ceramic Blue it was (which has nothing blue about it other than the association with the Ceramic Blue vehicle package).

Then we were on to paint selection. This part of the process took almost three months and spread across two continents and several states. It started with family discussions and challenges in Brazil. Each member of the family was asked to create their favorite concept using driversrt.com. We then had a family discussion, and out of the many different color and stripe combinations created, a unique one of one combination reminiscent of University of Minnesota colors, Ron's alma mater, was chosen. This then lead to the creation of color plates of a few similar colors from the 8500 possible colors available (all also with pearl, metal flake or flat appearance). The first group of these, along with a speed form (basic shape of a car with the selected base color applied), plus the 8500 color palate wheel were sent to son Phil's house in Michigan. While on a business trip before Thanksgiving Ron picked them up, while also obtaining Phil's impressions of the colors. Then on to Minnesota with Cris, Stephanie and the grandparents. A consensus was arrived at that more samples were required. The next group of color plates and speed form were sent directly to Brazil. Once the import duty of over $100 was paid (yes a huge duty on paint samples and a speed form! – thank goodness we live in a more open economy) we viewed them under many lighting

situations while in Brazil, and then again in Florida. Viewing them many, many times over the Christmas holidays. By early January we finally made our decision and sent the signed samples to Prefix.

Next up was the Viper Concierge. Soon after the color selections were returned, along with the options finalized with John, we were contacted by James at the Viper Concierge. James walked us through the entire process and sent us a link to a web page where he would provide regular updates. This ultimately would include photographs of our actual car (or car parts) as it went through the build process along with process description that kept us fully engaged. Absolutely riveting as we waited each week for Friday to arrive for the next issue. Pictures started with paint mixing (first time to see the color we selected beyond a paint sample), spraying the stripes (yes stripes first), body color, clear coat and polishing. All of which have been viewed a gazillion times. The chassis build pictures followed while Ron was on a trip to China and provided great entertainment along the way. Next was final build and then validation (headlight aiming and panel gap measurement) and water test (wow that was really, really wet!). The final picture with our new addition fully complete was an image that lasted for many weeks before delivery. It, along with a few other pictures, received many positive comments on the VOA forums and Facebook page. We also heard from team members at CAAP passing on positive vibes as well. Just one big family.

Once the build was complete James contacted us to set up delivery at the plant. Delivery was selected for Friday May 5th, Cinco de Mayo. We were informed we could have up to 5 people attend the delivery experience. Right! We contacted some of our MCVO friends to get a feel for how many would be interested (I think everyone!) and available. Ultimately, we ended up with 10, which is very close to 5, at least from a 10,000 foot view point!).

After a very sleepless night Cris, Stephanie, Phil and I departed for CAAP (Conner Avenue Assembly Plant). The dismal weather forecast indicated rain at 100% not only for Friday but the following day as well. Though we had prayed for change Mother Nature did not disappoint. We arrived at CAAP with a driving rain and howling wind. Once inside everything was calm as we anxiously awaited all participants to arrive. In the waiting room, we had several Kodak moments with the engine display (Hmm, what are they doing with this when production ends. Looked to be a perfect living room decoration) and the wall with timeline of Viper and Prowler production. For some unknown reason the timeline ends at 2010, as if the incredible Generation V never existed. Blasphemy indeed.

Then we were met at the door by Jeff Betz, Manager for Engine Assembly, who we would find out was to be our tour guide for the day. Jeff ushered us into the Viper presentation room for a discussion about the plan for the day and to view a couple of video productions, which cemented why we were here. Ah, the excitement was building. To pick up a fabulous piece of machinery that for some unknown reason was in its final days of production. For the Viper aficionados present that reminder was like receiving a menu for your last meal. After a few business matters (proof of ownership, insurance, etc) and receiving future Viper collectable watch, ring and belt protectors we were off on the tour. Mental note: Couldn't understand why everyone didn't take the collectables, whether they had a belt, watch or ring on or not! I guess not all Viper people know the heights we will go to gain a collectable!

The tour was especially exciting for our daughter Stephanie. At least at first. Like most teenagers patience has yet to become a virtue and questions of "when will it end …" persisted. Jeff brought us around the plant from framing to chassis build to the dynamometer (where we found out for the first time that the dyno was actually a four-wheel dyno – front wheels driven of course – in order to test and burnish the brake system and other aspects). Observing the completed chassis' several differences between the models were pointed out. The massive brakes on the ACR with carbon brakes was obvious (they are HUGE!), the ultra-light weight battery for track ready ACRs (we had to lift each to see the difference), tires, shocks and more. After all these years, it still seems incredible that the Viper is drivable as a rolling chassis, without the need for a body. Best darn go cart in town.

We then started down the final assembly side where the tour stopped to allow Ron to personally install a front emblem on a front fascia using the assembly fixture. Quite the thrill to have the opportunity to make an actual assembly operation on a real Viper. Apologies to the future owner of the baby blue Viper with the upside-down, somewhat crooked emblem (just kidding). At least upside down this one does not have a resemblance to a Disney character (sorry Fangs). We then viewed the many Vipers on hand. Many, many model and color variants were present. NBC would be proud of the range of colors present (for those old enough to remember the NBC peacock). The desire to become like the Rauh's and take twenty or more home was overpowering, limited only by the size of our wallets. We then proceeded on to the museum area with the special exhibits. There we were allowed to sit in any of the cars and take photos (photographs were not allowed during the tour). Phil choose to sit in the Generation 3 vehicle. A clear indication that he has expectations of assuming ownership of Ron's car currently maintained at their Florida vacation home. Phil we hope you are ready for a long wait ….

Then we arrived in the delivery area. Spectacular! Two Vipers cloaked in large covers almost completely hidden from the observers. One of the cloaked vehicles had a strange departure at the back where maybe something might be present, providing a clue as to which was the correct Viper for Ron and Cris. Stephanie, awakening from the drudgery of the tour, emphatically elected to participant in the unveiling. Stephanie and Ron had the honor of peeling back the cover, yard by yard, to uncover the newborn Viper. This was repeated for the second Viper while cameras were clicking, and clicking and still clicking some more. Then we were all allowed to get up close and personal with our new dream cars. Stephanie then was chosen to install the last piece of our Viper, the personalized one of one Viper IP badge. The lack of patience exhibited not so long before dissipated into nothingness and another incredible memory was formed.

After a few instructions on how to open and close doors, hood and the hatch we moved on to the Viper Store to pick up some memorabilia. For the first time in the store there was nothing that matched our new addition. A tradeoff that one of one will mean more limited selections in that regard. And then it was off to the front of the plant to see the new Viper outside for the first time. Despite the rain and gloomy weather the sight was glorious. All the dreams and hard decisions had materialized into reality. Time to roll (to a Cinco de Mayo lunch with MCVO friends)!

Jim Burr and his Mopar ’13 Dart, #35 of 500 made, which just arrived last week, and his 2002 Viper GTS Final Edition, #98 of 360 made.

Mopar | July 15 2013

What Does Mopar Mean to You?

Editor’s Note: Below is a guest blog post from Jim Burr, a metro Detroit resident who is a lifelong Mopar-or-no-car guy. The opinions are his and do not necessarily reflect those of Chrysler Group. In a recent Facebook comment thread, Jim put into words the ties that bind the greater Mopar community. We asked him to expand on that comment and he sent us this blog post. Please read and, in the comments, reply with your own thoughts: Do you agree with Jim? What does Mopar mean to you?

What is Mopar®?

On paper, Mopar is one of seven brands within the Chrysler Group LLC portfolio and represents the parts and service arm for all of the brands.

Optimally, it is the brand of parts you get when you have service done at the dealer, the brand you ask for and expect as “factory official.” It started out as the combination of Motor and Parts to help sell new AC system components in the 1920s and continues to this day as the parts division for the company.

But this “definition” is woefully short of explaining what Mopar means to those of us who own the cars and eat, sleep, breathe and cherish our “Mopar” family.

What does Mopar MEAN?

EVERY vehicle made by Chrysler Group (or any of the brands that have ever been in its historic portfolio) is by “birth” a member of the Mopar family regardless of brand, market, number of doors/cylinders/wheels or lack of, etc. And all would be equally welcomed at a true Mopar show. This is just how Mopar people work.

And the people involved – both employees and enthusiasts – ALL consider themselves a Mopar guy/girl as much as much or more than they consider themselves a specific brand guy/girl.

The Mopar mystique goes beyond brands and parts and sheet metal…it is the glue that binds us all together, it is the language we universally speak and a reason to come together for weeknight cruises, social media chats, big weekend events or simply wrenching with our friends. The smile we all get when we see a classic Chrysler-powered speedboat, a wartime Chrysler tank engine, a classic Dodge COE HD truck, a 1947 Power Wagon, a 1955 Chrysler C-300, a 1975 Jeep CJ rock climber with a 6.1L HEMI crate motor, an SRT Viper GTS, a Dodge Charger SRT8 Super Bee, the Raminator monster truck, Allen Johnson’s ProStock championship Avenger, a Dodge SRT4, a Ram Laramie Longhorn, and yes, even a Fiat 500.

Then there is the heart and soul of the enthusiasts world, the venerable muscle cars that are almost synonymous with Mopar – 1968 Plymouth Cuda SS HEMI, 1969 Dodge Charger R/T, 1970 Dodge Coronet Super Bee or Plymouth Road Runner to name a very select few.

It is the uncontrollable desire to customize my garage floor to have an Omega M embedded, to wear shoes in Mopar blue or HEMI Orange knowing that real Mopar folks will recognize the connection without any logos present, the joy in hanging Mopar/Dodge/Viper/SRT/Plymouth/DeSoto/etc. signs in my cave, the habit of buying every Mopar die-cast I can get my hands on and the genuine pride in saying that “I drive a Mopar.”

Mopar has always been the underdog, clawing for respect and earning it every day along the way. So much more than buying a part from a dealer or being a logo on a corporate letterhead – the enthusiast doesn’t need to be told by a suit what it means … to us, it is Ma Mopar and you NEVER disrespect Ma.

A culture of car friends who respect the company, the cars AND the people in the family equally. Never perfect but to a Mopar guy/girl, the only way. Mopar or No Car!