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New 2011 Dodge Avenger Attracts Young-at-heart, Active Consumers Wanting a Distinctive, Fun-to-Drive American Mid-size Sedan

- The new Dodge Avenger gives customers a well-engineered mid-size sedan with an all-new, world-class interior, aggressive styling and an exhilarating driving experience
- Avenger appeals to young and young-at-heart, value-oriented consumers who lead active lifestyles and want a vehicle that reflects their individual style
- Packed with standard features, lifestyle models are targeted at different customer wants and needs; no traditional "base model"

November 14, 2010, Auburn Hills, Mich. -

Mid-size car buyers looking for style, personality and performance need to look no further than the 2011 Dodge Avenger. With an all-new chassis, new fuel-efficient powertrains and an all-new interior, Avenger answers the needs of customers who want a great looking car, an enthusiastic driving experience and exceptional fuel economy without breaking the bank.

Avenger competes in the standard mid-size sedan segment, which is the largest vehicle segment in the United States, with more than 1.6 million vehicles sold in 2009. It's designed to appeal to youthful, value-conscious customers whose lifestyles are on-the-go with family and extracurricular activities. These customers use technology to get them where they need to be, when they need to be there and to stay connected with family and friends.

"The new Avenger is unique in that it's not trying to be everything to everyone," said Ralph Gilles, President and CEO, Dodge Brand and Senior Vice President - Design, Chrysler Group LLC. "The exterior design changes are minimal, but everything else is totally new. We've totally revamped this Avenger to offer our customers a car that is really fun to drive, looks great and gets excellent fuel economy.

Avenger is available in five lifestyle configurations for the 2011 model year: Express, Mainstreet, Heat, Lux and R/T. These Dodge brand lifestyle packages are geared toward meeting the needs of individual customers, and they include a host of premium features, such as high-end interiors, the latest infotainment technology and impressive powertrain options, with the exterior design that is distinctively Dodge, all at a surprising value.

EXPRESS

Express customers want a safe and economical sedan that is fun to drive and has a style that fits their personality, but represents a great value. They want features that are important to their lifestyle, like SIRIUS Satellite Radio, ambient interior lighting and remote keyless entry, as well as abundant standard safety and security features, including supplemental front seat-mounted side air bags, electronic stability control (ESC), tire pressure monitoring system and a 5-year, 100,000 mile powertrain warranty. The Avenger Express appeals to customers who appreciate great fuel economy when commuting to work, but want to have a stylish vehicle when they meet up with friends and family.

The standard 2.4-liter World Gas Engine mated to a four-speed automatic transmission is featured in this package. Other standard Express features include air conditioning, four-wheel anti-lock brakes, ESC, side-curtain and front seat side air bags, keyless entry, premium cloth seats, speed control, tilt/telescoping steering wheel with integrated controls, outside temperature display in cluster, radio/CD with four speakers, 60/40 rear seat with trunk pass-through and 17-inch wheels with Michelin tires.

MAINSTREET

The Mainstreet is designed to appeal to customers who want a mid-size sedan that offers the best value for their money. With abundant standard features, a proven 2.4-liter I-4 engine mated to a new six-speed transmission, great fuel economy and a world-class interior, Avenger Mainstreet delivers a great driving experience, as well as the cool technology customers need to stay connected in their busy lives. In addition to the standard features the Express model offers, the Mainstreet adds an eight-way power driver seat, leather-wrapped steering wheel and shift knob, Electronic Vehicle Information Center (EVIC), automatic temperature control, heated power mirrors, SIRIUS Satellite Radio with six speakers, power and heated folding mirrors and 17-inch aluminum wheels with premium high-efficiency tires.

HEAT

The 2011 Dodge Avenger Heat delivers a spirited driving experience and brings the heat in the form of the 3.6-liter Pentastar V-6 engine mated to a six-speed transmission that delivers best-in-class 283 horsepower. All that power is nicely balanced with performance.

The Heat's aggressive style includes a body-color grille and 18-inch bright aluminum wheels with premium all-season touring tires, dual exhaust with chrome tips, a rear deck-lid spoiler, automatic headlamps and fog lamps. Inside, the Heat features a unique interior color scheme and premium cloth seats with red accent stitching. Owners can also manage their music with the Media Center 430 radio/CD/DVD/HDD.

LUX

The 2011 Dodge Avenger Lux appeals to consumers who appreciate the finer things in life, but don't need to go overboard. The well-appointed Lux model offers premium features, including heated leather seats, soft-touch door trim, remote start, Uconnect® handsfree phone, Media Center 430 radio/CD/DVD/HDD with USB port for streaming music, new headliner, universal garage door opener, new body-color grille, 18-inch chrome-clad wheels with premium all-season touring tires, fog lamps and express up/down windows. The Lux model is powered by the standard 2.4-liter World Gas Engine mated to a six-speed automatic transmission or the available 3.6-liter Pentastar V-6 engine with best-in-class 283 horsepower mated to a six-speed automatic transmission.

R/T (SPRING 2011)

The Dodge Avenger R/T embodies the vision of customers who believe driving is more than a way to get from point A to point B. It's a "pick me up" from whatever life hands them. They want the coolest, quickest mid-size sedan.

Uniquely designed and engineered with world-class precision and responsiveness, the Dodge Avenger R/T is loaded with standard features a driving enthusiast appreciates and a personality all its own. Powered by the 3.6-liter Pentastar engine mated to the 62TE six-speed automatic transmission, the combination offers best-in-class V-6 horsepower and excellent highway fuel economy for Avenger R/T buyers. The model also is performance-tuned with unique spring, shock and torsion bar settings for optimal handling on the 18-inch tires.

Exclusive exterior and interior design cues help the Avenger R/T make a statement in the crowded mid-size sedan segment. It sports a special color palette (Redline 2 Red, Bright White or Bright Silver Metallic) along with a unique body-color grille with black insert and R/T badge, available Dodge "war paint" fender stripes, fog lamps, unique 18-inch "Spider Monkey" wheels, dual chrome-tipped exhaust and a dark headlamp background. All give the 2011 Dodge Avenger R/T a sinister look, backed up by exhilarating driving performance.

The Avenger R/T interior stands out with exclusive new "Z Stripe" premium cloth or leather high-bolster, power front seats, a perforated leather-wrapped steering wheel and shift knob with red accent stitching, red LED interior lamps, armrests with red accent stitching, Boston Acoustics premium audio, a modified instrument cluster with center tachometer, remote start and Uconnect handsfree phone.

AVAILABLE EQUIPMENT AND OPTION PACKAGES:

Avenger Express:

Engine block heater

Smoker's Group

- Cigar lighter
- Removable ashtray

Avenger Mainstreet and Heat:

Engine block heater

Smoker's Group

- Cigar lighter
- Removable ashtray

Cold Weather Group

Heated front seats

Remote start

Media Center 430 CD/DVD/HDD Radio

Boston Acoustics Six-speaker System

Uconnect® with USB port for mobile devices

Sunroof

Avenger Lux:

Engine block heater

Smoker's Group

- Cigar lighter
- Removable ashtray

Media Center 430 CD/DVD/HDD/Navigation Radio

Boston Acoustics Six-speaker System

Sunroof

Avenger R/T:

Engine block heater

Smoker's Group

- Cigar lighter
- Removable ashtray

Media Center 730 CD/DVD/HDD/Navigation Radio

Media Center 730 CD/DVD/HDD Radio

Boston Acoustics Speaker System

Sunroof

Fender "war paint" decals

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