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Equipped For The Enthusiast: All-new 2011 Dodge Charger Features Stand-out Iconic American Design, With World-class Performance, Efficiency, Refinement and Technologies

- What the Charger enthusiasts crave: the all-new four-door fastback coupe combines iconic Dodge styling with the performance, technology and execution of the world's best E-segment sedans
- With its all-new 3.6-liter Pentastar V-6 engine delivering 63 percent more standard horsepower, 36 percent more standard torque and uncompromised fuel economy compared with its predecessor, Dodge Charger SE is engineered for efficient performance
- Dodge Charger R/T delivers 370 best-in-class horsepower and four-cylinder mode efficiency with the legendary 5.7-liter HEMI® V-8 engine with Fuel Saver Technology
- Democratization of performance: new second-generation E-segment architecture delivers world-class driving thrills, while world-class technology and unique lifestyle packages target the needs and wants of specific performance, technology and refinement buyers

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With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship that proudly delivers premium, world-class E-segment sedan precision at an incredible value.

"The all-new 2011 Dodge Charger makes no excuses - delivering American performance with world-class precision, responsiveness, execution and efficiency," said Ralph Gilles, President and CEO - Dodge Brand, Chrysler Group LLC. "The seventh-generation Charger is designed for drivers who are young at heart and passionate about performance driving and having the latest tech. The Dodge Charger answers the call, executing an extremely agile, efficient and refined four-door fastback coupe design that connects the driver and their passengers to the road and to state-of-the-art technology."

DESIGNED FOR ENTHUSIASTS WHO WANT WORLD-CLASS PERFORMANCE WITH THE SEGMENT'S NEW ATTITUDE OF EFFICIENCY

The all-new 2011 Dodge Charger is designed and targeted to appeal to enthusiasts who want standout styling with power, performance, comfort and the space, and safety technologies for their young families or lifestyle needs.

Buyers of the 2011 Dodge Charger are highly motivated and extroverted individuals who are young at heart. The all-new Charger meets their demands for a vehicle that delivers fun-to-drive handling, performance, iconic fastback coupe styling and world-class execution with the efficiency and technology to do more.

"From its world-class structural stiffness to its 370 best-in-class horsepower with innovative Fuel Saver Technology, we redefined the 2011 Dodge Charger from the ground up to ensure the sedan not only can win on the track, it can also deliver the efficient, reliable everyday performance our customers expect," Gilles added.

LISTENING TO CUSTOMERS AND DELIVERING ON THEIR WANTS AND NEEDS

The 2011 Dodge Charger embodies the essence of the new Dodge brand: delivering an American performance machine that delivers state-of-the-art technology, world-class levels of quality and efficiency, while remaining within reach.

To give customers benchmark levels of performance and precision, the 2011 Dodge Charger was developed with Design for Six Sigma (DFSS) and World Class Vehicle quality research measurement tools. Charger engineers

implemented more than 4,100 critical customer defined requirements into the new Dodge sedan, including:

- Engineered to meet or exceed benchmark performance targets set by the segment leaders with respect to:
 - Handling and steering response (BMW 5-series)
 - Smooth, comfort-tuned ride (BMW 5-series)
 - Noise, vibration and harshness (NVH) (BMW 5-series)
 - Craftsmanship and appearance execution (Lexus LS 460)
- World-class powertrains:
 - 370 best-in-class horsepower with legendary 5.7-liter HEMI[®] V-8 engine and four-cylinder mode Fuel Saver Technology
 - All-new 3.6-liter Pentastar V-6 engine delivers 63 percent more standard horsepower and 36 percent more standard torque
 - World-class structural stiffness provides the foundation for world-class handling, dynamics and feeling-of-the-road
 - World-class brake-pedal feel with new brake booster, improved pedal-travel ratio and required force at higher speeds
- Efficiency: energy-saving electro-hydraulic power steering (EHPS), 8 percent reduction in Coefficient of drag (Cd), premium wheel hubs with low-resistance, parasitic-friction reducing high roll-back brake calipers with spreader springs, low-resistance tires and extensive use of LEDs for illumination
- Standard premium appointments: Uconnect[®] Touch, Keyless Enter-N-Go, electronic stability control (ESC), cap-less fuel-filler door, acoustic windshield and front-side glass
- Premium advanced safety features: Blind-spot Monitoring with Rear Cross Path detection, adaptive-cruise control with Forward Collision Warning and SmartBeam[®] headlamps rivals the best E-segment sedans from Europe, Asia and North America
- Wider view: 15 percent outward visibility improvement thanks to rolled-framed doors, thinner pillars and rear doors with additional quarter-glass windows

ENERGIZED LINEUP WITH LIFESTYLE PACKAGES EQUIPPED WITH PERFORMANCE, TECHNOLOGY AND EXCITEMENT

The all-new 2011 Dodge Charger is available in the United States in three models: Dodge Charger SE, Dodge Charger R/T and Dodge Charger R/T AWD. In addition, a simple product plan with distinct lifestyle packages provide Dodge Charger customers high-value content directly targeted for specific needs.

ALL-NEW 2011 DODGE CHARGER SE

With more standard equipment than its direct standard full-size segment competitors, the entry-level 2011 Dodge Charger SE model is well-equipped for the individual who is looking for comfort, handling, iconic styling and an extraordinary value. This vehicle features the all-new 3.6-liter Pentastar V-6 engine with 292 horsepower (218 kW), 260 ft.-lb. (353 N•m) of torque, E-85 flex-fuel capability (EPA-certified states) and a proven five-speed automatic transmission with Auto Stick. Other standard equipment includes standard front-row reactive head restraints, advanced multi-stage air bags, full-length side-curtain air bags, seat-mounted side-thorax air bags, rear-head restraints in all positions, ESC, Hill-start Assist (HSA), Rain Brake Support, Ready Alert Braking, tire-pressure monitoring (TPM), Uconnect Touch 4.3, USB port with iPod[®] Control, auxiliary audio input jack, steering-wheel mounted audio controls, Keyless Enter-N-Go with remote windows down, remote start, no-touch self-rising deck lid, dual-zone climate control, front- and rear-climate control outlets, cabin air filtration, acoustic windshield and front-door glass, aluminum interior trim, LED-illuminated instrument cluster with driver-selectable Electronic Vehicle Information Center (EVIC), temperature display, chromed interior door handles, vinyl-wrapped armrest, vinyl-wrapped door panels, LED-illuminated assist handles, LED rear-reading courtesy lamps, power windows with express up/down, power-exterior mirrors, illuminated vanity mirrors, two 12-volt power outlets, six-speakers, premium cloth seats with accent stitching, six-way power driver's seat, 60-40 split-fold rear seat with armrest, cruise control, EHPS and the Dodge brand steering wheel with manual tilt/telescoping steering column.

On the exterior, the Dodge Charger SE model features 17-inch painted aluminum wheels, P215/65R17 Michelin Energy Saver tires, touring-tuned suspension, touring brake package, black grille with chromed surround, halogen infrared (HIR) headlamp bulbs, signature taillamps with 164 LEDs, cap-less fuel-filler door, 19.1 gallon fuel tank, deck-lid liner and fascia-mounted dual-chromed exhaust tips. The Manufacturer's Suggested Retail Price (MSRP) of

the 2011 Dodge Charger SE is \$25,995 (including \$825 destination).

Three available lifestyle packages offer premium features and added style to the powerful and efficient 2011 Dodge Charger SE model:

- **Rallye package**-For professionals who want even more connectivity, comfort and convenience features, this Dodge Charger package features the Uconnect Touch 8.4, Uconnect Voice Command with Bluetooth®, automatic-dimming rear-view mirror, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, automatic dual-zone climate control with individual driver/passenger settings, front overhead console with LED dome lamp, HomeLink universal transceiver, Alpine premium audio system with six speakers and 276-watt 8-channel amplifier, 12-way power driver and front-passenger seats including 4-way power lumbar, heated front seats, halogen fog lamps, heated power-adjustable mirrors, 18-inch six-spoke polished cast-aluminum wheels with painted pockets and P235/55R18 Michelin all-season performance tires. MSRP of the 2011 Dodge Charger Rallye is \$28,245 (including \$825 destination)
- **Rallye Plus package**-For drivers who want six-cylinder efficiency with premium technologies, refinement and details, this Dodge Charger package includes the features of the Rallye package and adds premium leather seating, heated/cooled cupholders, vehicle security alarm, LED-illuminated front-row overhead lighting, LED-illuminated footwells and 18-inch five-spoke chrome-clad aluminum wheels. MSRP of the 2011 Dodge Charger Rallye Plus is \$29,995 (including \$825 destination)
- **Enforcer package***-For enthusiasts who want street-cred, sinister "blacked-out" character, performance handling and high-performance audio to match, this Dodge Charger package includes a black grille with black surround, black-painted 20-inch five-spoke aluminum wheels, P245/45R20 Firestone Firehawk GTV all-season performance tires, performance-tuned suspension and Alpine® premium audio system with nine speakers and 506-watt 12-channel digital signal processing (DSP) amplifier for 7.1 Matrix surround sound (*Late availability on Rallye and Rallye Plus packages)

ALL-NEW 2011 DODGE CHARGER R/T

With its legendary 5.7-liter HEMI V-8 engine, performance-tuned suspension with larger performance disc brakes and standard Uconnect Touch 8.4, the all-new 2011 Dodge Charger R/T is designed for the customer who demands V-8 power, rail-like handling and state-of-the-art technology. This vehicle features 370 track-tearing horsepower (276 kW), 395 ft.-lb. (536 N•m) of torque, four-cylinder mode Fuel Saver Technology and a proven five-speed automatic transmission with Auto Stick. In addition to the standard equipment on the Dodge Charger SE, the Charger R/T model includes dual-zone automatic climate control with humidity sensor, automatic windshield defog, Uconnect Voice Command with Bluetooth®, Alpine® premium audio system with six speakers and 276-watt 8-channel amplifier, 12-way power-adjustable driver's seat, including 4-way power lumbar, heated front seats, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, auto-dimming rear-view mirror and front overhead console with LED dome lamp and HomeLink universal transceiver.

On the exterior, the Dodge Charger R/T model adds 18-inch painted cast-aluminum wheels, P235/55R18 Michelin all-season performance tires, performance-tuned suspension, performance brake package, black grille with chromed surround, body-color deck-lid mounted spoiler, high-intensity discharge headlamps (HID), fog lamps and power-heated exterior mirrors. MSRP of the 2011 Dodge Charger R/T is \$30,995 (including \$825 destination).

ALL-NEW 2011 DODGE CHARGER R/T AWD

Delivering maximum all-season traction with 370 best-in-class horsepower, and world-class ride and technology, the all-new 2011 Dodge Charger R/T AWD is a true year-round performance car. In addition to the standard equipment on the Dodge Charger R/T, the Charger R/T AWD model includes a segment-exclusive active transfer case and front-axle disconnect system to improve fuel economy by up to 5 percent compared with AWD systems without it. No other major automotive manufacturer offers the combination of these two independent technologies. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy, while still providing the outstanding performance and handling inherent in rear-wheel-drive vehicles.

On the exterior, the Dodge Charger R/T AWD model features 19-inch painted and polished cast-aluminum wheels, P235/55R19 Michelin MXM4 all-season performance tires, touring-tuned AWD suspension, AWD touring brake package and AWD deck-lid badge. MSRP of the 2011 Dodge Charger R/T AWD is \$33,145 (including \$825 destination).

Two available lifestyle packages offer premium features and enhanced style, while the legendary Road & Track package adds even more performance to the track-tested 2011 Dodge Charger R/T model:

- **R/T Plus package**-For customers who want added curb appeal with interior comfort, convenience and technology features, this Dodge Charger R/T package includes 18-inch five-spoke chrome-clad aluminum wheels, P235/55R18 Michelin MXM4 all-season performance tires, premium leather seating, 12-way power front-passenger seat with 4-way power lumbar, heated/cooled cupholders, vehicle security alarm, LED-illuminated, front-row overhead lighting and LED-illuminated footwells. MSRP of the 2011 Dodge Charger R/T Plus is \$32,995, while the Charger R/T Plus AWD is \$35,145 (including \$825 destination)
- **R/T Road & Track package**-Designed for hard-core enthusiasts who demand more performance and heritage from their Dodge Charger R/T, this package includes the feature of the R/T Plus package and adds a black honeycomb-style grille with matte black surround and heritage "R/T" badge, rear differential with 3.06 axle ratio, performance front seats with suede insert, performance engine and transmission calibration, and high-speed engine controller. MSRP of the 2011 Dodge Charger R/T Road & Track is \$33,995 (including \$825 destination)
 - For maximum performance, the available Super Track Pak adds unique performance-steering gear, high-performance brake linings, high-performance monotube shock absorbers, 20-inch Goodyear Eagle F1 Super Car three-season tires, larger front- and rear-stabilizer bars and three-mode ESC with "full off" to the Charger R/T Road & Track package (Not available on Charger R/T AWD)
- **R/T Max package**-For customers who want performance, state-of-the-art technology and maximum comfort and convenience features from their Dodge Charger R/T, this package includes the features of the R/T Plus package and adds Uconnect Touch 8.4N with Garmin® navigation, SIRIUS Travel Link, adaptive-cruise control (ACC) with Forward Collision Warning (FCW), Blind-spot Monitoring (BSM) with Rear Cross Path (RCP) detection, ParkSense® rear park assist, ParkView® rear backup camera, Alpine® premium audio system with nine speakers and 506-watt 12-channel DSP amplifier for 7.1 Matrix surround sound, SmartBeam® headlamps, rain-sensing wipers, power-adjustable heated mirrors with memory and courtesy lamps, heated steering wheel with power tilt, telescoping and memory. MSRP of the 2011 Dodge Charger R/T Max is \$35,995, while the Charger R/T Max AWD is \$38,145 (including \$825 destination)

Optional equipment groups on 2011 Dodge Charger SE, Charger R/T and Charger R/T AWD models offer additional premium content regardless of powertrain choice. New features available on the 2011 Dodge Charger include Uconnect Touch 8.4N with Garmin navigation, Forward Collision Warning (FCW) with adaptive-cruise control (ACC), Blind-spot Monitoring, Rear Cross Path detection and SIRIUS Travel Link can be found within the following equipment groups:

- **Connectivity Group**-Includes Uconnect Voice Command with Bluetooth®, auto-dimming rear-view mirror, leather-wrapped steering wheel with audio controls and leather-wrapped shift knob (Not available with Rallye and Rallye Plus packages)
- **Driver Confidence Group**-Includes BSM with RCP detection, ParkView rear backup camera, ParkSense® rear-park assist, exterior mirrors with courtesy lamps, HID headlamps, rain-sensing wipers and SmartBeam® headlamps (Available with Rallye, Rallye Plus, R/T, R/T Plus and R/T Road & Track packages)
- **Driver Convenience Group**-Includes power-adjustable heated mirrors with memory, power-adjustable pedals, heated-steering wheel with power tilt, telescoping and memory (Available with Rallye Plus, R/T Plus and R/T Road & Track packages)
- **Adaptive Cruise Group**-Includes FCW with ACC and heated-steering wheel (Available with Rallye Plus, R/T Plus and R/T Road & Track packages)
- **Rallye Option Group**-Includes 20-inch five-spoke chrome-clad aluminum wheels, performance-tuned suspension, body-color deck-lid spoiler and Alpine premium audio system with nine speakers and 506-watt 12-channel DSP amplifier for 7.1 surround sound (Available with Rallye and Rallye Plus packages)
- **Wheels & Tunes Group**-Includes 20-inch five-spoke chrome-clad aluminum wheels, Alpine® premium audio system with nine speakers and 506-watt 12-channel DSP amplifier for 7.1 surround sound. (Available with R/T and R/T Plus RWD models)

- **Sound Group**-Includes Alpine premium audio system with nine speakers and 506-watt 12-channel DSP amplifier for 7.1 Matrix surround sound (Available with R/T AWD model)
- **Navigation Group**-Includes Uconnect Touch 8.4N with Garmin navigation, SIRIUS Travel Link, and ParkView[®] rear backup camera (Available with Rallye, Rallye Plus, R/T, R/T Plus and R/T Road & Track packages)

NEWEST AND MOST DISTINCT SEDAN IN THE SEGMENT

Redesigned from the ground up, the all-new 2011 Dodge Charger is the freshest entry in the U.S. standard full-size vehicle segment. While the standard full-size segment share has consistently held around 4 percent for the last 3 calendar years, the new fastback four-door coupe will reignite the segment delivering customers world-class levels of performance, power and precision at a reachable value.

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