Contact: Dianna Gutierrez

All-new 2013 Dodge Dart Debuts on Chrysler Group LLC's World Headquarters' Building

April 29, 2012, Auburn Hills, Mich. - The all-new 2013 Dodge Dart will soon begin to arrive at Dodge dealers across the country and the Dodge brand is announcing its compact car entry to all by placing the Dart's image on the front of Chrysler Group LLC's World Headquarters' Building.

The building wrap features the 2013 Dodge Dart with the American flag in the background and reflected on the hood of the vehicle, signifying the vehicle's production at Chrysler Group's Belvidere (Ill.) Assembly Plant, and three world-class powertrains from Dundee, Michigan. The building wrap features the line, "All that matters is what's ahead," which is taken from the company's Super Bowl spot, "It's Halftime in America."

"The launch of the 2013 Dodge Dart is one of the most anticipated in our history and represents a tremendous source of pride for the Brand and the company," said Reid Bigland - President and CEO Dodge Brand. "The all-new Dart offers consumers features and benefits never before found in a compact car and signifies our alliance with Fiat."

The all-new Dart will begin to arrive at Dodge dealers across the US in late June and already has been bestowed with several awards. The 2013 Dodge Dart was named to 'Wards 10 Best Interiors' List for 2012, as well as being awarded "Most Significant Vehicle" at the North American International Auto Show by editors at Autoweek.

The wrap will be seen by approximately 200,000 drivers and passengers along Interstate-75 in Auburn Hills, Mich., each day.

Building Wrap Facts

- The building wrap covers 13.5 floors of the 15-floor Headquarters tower
- The entire Dodge Dart building wrap is 116 feet wide and 145 feet tall
- 2013 Dodge Dart image is 85 feet wide and 70 feet tall
- American flag is 116 feet wide and 6 feet tall
- Dart logo is approximately 70 feet wide and 11 feet tall
- Dodge brand logo on the vehicle is 9 feet wide and 2 feet tall
- Tagline is 10 feet wide and 6 feet tall
- Grille is 50 feet wide and 7 feet tall
- Headlights are 10 feet wide and 12 feet tall
- Hood is 60 feet wide and 23 feet tall
- Windshield is 60 feet wide and 17 feet tall

About 2013 Dodge Dart

The all-new 2013 Dodge Dart leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design, creating an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization. The Dodge Dart brings this style and technology to market starting at a U.S. Manufacturer's Suggested Retail Price (MSRP) of just $15,995 (excluding destination), delivering a thoroughly modern vehicle that's beautifully designed and crafted with high-quality materials, attention to detail and precision craftsmanship.

Loaded with innovative technology, class-leading safety features and clever functionality, the 2013 Dodge Dart sets a new standard in the compact car segment by offering unmatched personalization, roominess, style, functionality and fun-to-drive dynamics.

The 2013 Dodge Dart is available in five different trim levels in the United States. Customers can choose from the SE, SXT, Rallye, Limited and R/T.

The starting U.S. MSRP for the all-new 2013 Dodge Dart (all prices exclude $795 destination):

- Dodge Dart SE $15,995
- Dodge Dart SXT $17,995
- Dodge Dart Rallye $18,995
- Dodge Dart Limited $19,995
- Dodge Dart R/T $22,495 (available Q3 2012)

About Dodge

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

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