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## **Chrysler Canada Announces Pricing for the All-new 2013 Dodge Dart With a Starting Canadian MSRP of \$15,995**

- 2013 Dodge Dart delivers exceptional value with a starting Canadian Manufacturer's Suggested Retail Price (MSRP) of just \$15,995
- All-new Dart hits the mark with features and benefits never before seen in a compact car
- Five well-equipped trim levels offer class-leading safety features, unparalleled customization, breakthrough technology and amenities typically found in more expensive vehicle segments
- Built on a world-class architecture, Dodge Dart offers three technologically advanced, fuel-efficient and powerful engines including the 1.4L MultiAir Turbo
- The 2013 Dodge Dart competes in the largest retail automotive segment in Canada, the compact car segment, which represents approximately 21 per cent of the new car market

April 29, 2012, Windsor, Ontario - 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 Canadian 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.

"The all-new Dodge Dart is a groundbreaking car, offering features and benefits never before found in a compact car," said Reid Bigland, President and CEO, Chrysler Canada and Dodge Brand. "With class-leading style, customization, safety, technology, and passenger room, the all-new Dart perfectly blends Alfa Romeo DNA and Dodge passion and style into one all-new car that customers will be proud to own and look forward to driving."

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 Canada. Customers can choose from the SE, SXT, Rallye, Limited and R/T.

The starting Canadian MSRP for the all-new 2013 Dodge Dart (all prices exclude \$1,500 destination):

- Dodge Dart SE \$15,995
- Dodge Dart SXT \$17,995
- Dodge Dart Rallye \$19,495
- Dodge Dart Limited \$23,245
- Dodge Dart R/T \$23,995 (available Q3 2012)

### **2013 Dodge Dart SE – \$15,995 starting CDN. MSRP**

The Dodge Dart SE offers customers a stylish new car that breaks the mould of the typical compact car, while delivering great value. It's powered by the new 2.0-litre 16-valve Tigershark I-4 engine, which produces an exhilarating standard 160 horsepower (hp) and 148 lb-ft of torque, mated to a six-speed manual transmission, or available six-speed automatic.

Select standard equipment includes class-leading safety features, such as 10 standard air bags, four-wheel disc antilock brakes, brake assist, Electronic Stability Control (ESC) and traction control. Dart separates itself from the

competition with exceptional aerodynamics and distinctive style with projector headlamps, LED taillamps, body-colour crosshair grille and laminated windshield. The interior features a premium soft-touch instrument panel with bright accents, six-way manual driver seat with height adjuster, power windows, mirrors and door locks with remote keyless entry, AM/FM/CD with MP3 and much more. All 2013 Dodge Dart models feature the security of a 5-year, 100,000-kilometre powertrain warranty.

**2013 Dodge Dart SXT – \$17,995 starting CDN. MSRP**

The 2013 Dodge Dart SXT model includes the standard equipment of the SE model, as well as 17-inch steel wheels; six-speakers; security alarm, 60/40 split folding rear seat, sliding armrest; air conditioning with micron filter and more.

Owners can customize their SXT with a wide array of options, including the class-exclusive 8.4-inch touch screen, Garmin navigation, in-seat storage, Parkview® Rear Back-up Camera, power sunroof and a 506-watt sound system.

**2013 Dodge Dart Rallye – \$19,495 starting CDN. MSRP**

The Dodge Dart Rallye adds a customized look to the Dodge Dart with distinctive performance front and rear fascias and a choice of four interior colours – Black with Light Diesel Grey, Diesel with Light Diesel Grey, Black with Ruby Red or Diesel Grey with Citrus Peel.

Rallye includes the standard equipment of the SXT model and also adds the following to create a one-of-a-kind look: unique black front fascia accents; black headlamp bezels; projector fog lamps; class-exclusive integrated dual exhaust with bright exhaust tips; 17-inch aluminum wheels, leather-wrapped steering wheel; cruise control; steering wheel audio controls; trip computer and more.

Rallye customers can further express themselves with available class-exclusive Hyper Black wheels or the powerful efficiency of the 1.4-litre MultiAir Turbo delivering 160 horsepower and an impressive 184 lb-ft of torque.

**2013 Dodge Dart Limited – \$23,245 starting CDN. MSRP**

The Dodge Dart Limited represents the ultimate in luxury with mid-size levels of interior roominess, class-leading safety and technology.

The Dodge Dart Limited includes the standard equipment of the Dart SXT and adds the following impressive list of equipment, including six-speed automatic transmission, unique bright grille and door handles; 8.4-inch Uconnect Touch™ touch screen with ParkView® Rear Back-up Camera; class-exclusive 7-inch TFT (Thin Film Transistor) reconfigurable instrument cluster display; floating island bezel; projector fog lamps; premium Nappa leather with heated front seats, class-exclusive heated steering wheel, 10-way power driver seat; automatic headlamps; active grille shutters; premium accent stitching on the instrument panel; and much more.

Limited customers can indulge in a variety of class-exclusive features, including Garmin navigation, Blind-Spot Monitoring with Rear Cross Path detection and polished aluminum wheels.

**2013 Dodge Dart R/T: \$23,995 starting CDN. MSRP (3rd quarter 2012 availability):**

The Dodge Dart R/T pays homage to the heritage of the R/T badge with distinctive styling and performance attributes that cater to the performance enthusiast with discriminating taste.

The Dodge Dart R/T is powered by the new 2.4-litre Tigershark MultiAir four-cylinder that produces an impressive 184 horsepower and 171 lb-ft of torque and is mated to a six-speed manual transmission or available six-speed automatic with Auto/Stick™.

The R/T features the standard content of the Limited and adds the following distinctive equipment: 18-inch aluminum wheels; sport suspension with frequency-sensing damping shocks; unique performance front fascia with black accents and Hyper Black grille; black headlamp bezels; integrated dual exhaust with bright exhaust tips; R/T-unique premium Nappa perforated leather seats; dual-zone automatic temperature control; and more.

Customers can also enhance their R/T with class-exclusive Hyper Black aluminum wheels, Keyless Enter 'n Go™, HID Headlamps and a 506-watt sound system, to name just a few features.

Production of the all-new 2013 Dodge Dart begins at Chrysler Group's Belvidere (Ill.) Assembly Plant in the second

quarter 2012 and will begin arriving in dealer showrooms throughout Canada in July 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 joining the line-up alongside Canada's best-selling crossover, Dodge Journey; the iconic, made-in-Canada Dodge Challenger and all-new Dodge Charger paired with the ZF eight-speed transmission; the new Dodge Durango; Dodge Avenger and the country's number-one selling minivan, Dodge Grand Caravan - the Dodge brand now has one of the youngest dealer showrooms in North America.

**About Chrysler Canada:**

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat, S.p.A., produces Chrysler, Jeep, Dodge, Ram, SRT, Fiat and Mopar vehicles and products. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Chrysler 300, Dodge Grand Caravan, Jeep Wrangler, Dodge Durango, Ram 1500, Jeep Grand Cherokee SRT8 and Fiat 500.

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