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## **New Dodge Challenger R/T Redline Delivers Red-hot Muscle Car Performance and Styling at the Ice-cold 2013 Chicago Auto Show**

- New 2013 Dodge Challenger R/T Redline heats up the brand's iconic muscle-car lineup with HEMI<sup>®</sup>-power, red-hot exterior accents and performance suspension
- Signature 20-inch Black Chrome wheels feature a Redline Red accented lip and backbone for a customized look
- Legendary 5.7-liter HEMI V-8 delivers up to 375 horsepower and 410 lb-ft torque through a track-proven six-speed manual transmission, or paddle-shifting and driver adaptable automatic transmission
- The 2013 Dodge Challenger R/T Redline Group will be available this spring on R/T and R/T Plus models at a tremendous value with starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$1,995 building off America's most affordable V-8 muscle car

January 31, 2013, Auburn Hills, Mich. - While ice cold winter weather sweeps across Lake Shore Drive, the Dodge brand heats up the 2013 Chicago Auto Show by building on Challenger's red-hot record selling year, and now at the show, the introduction of the new Challenger R/T Redline with modern muscle-car cues, a potent HEMI<sup>®</sup> V-8 engine throwing down 375 horsepower and a performance-tuned chassis for world-class dynamics — this new Challenger delivers exactly what Dodge fans want.

"Building on Challenger's all-time sales record in 2012, the new Challenger R/T Redline fuses our iconic heritage with a one-of-a-kind customized appearance," said Reid Bigland, President and CEO – Dodge Brand. "Featuring unique body-side stripes and black chrome wheels with red accents, the new R/T Redline combines unmatched personalization with the unmistakable performance of the legendary HEMI V-8."

The new 2013 Dodge Challenger R/T Redline builds on the success of the 305 horsepower V-6 Challenger Rallye Redline model that arrived in the middle of the 2012 model year.

### **2013 Dodge Challenger R/T Redline**

Based on the 2013 Dodge Challenger R/T — America's most affordable V-8 muscle car at \$29,995 MSRP — or R/T Plus, the new Challenger R/T Redline adds even more attitude and style with a right-from-the-factory custom look to the brand's iconic coupe.

Following Dodge Challenger's signature A-line bodyside character line, an all-new two-color Redline Red and Graphite stripe runs from behind the front wheel arches to the tail. For a distinctive look, the rear-quarter section of the stripe features the "Redline" name in Red over Graphite color scheme. For a distinctive look, the R/T Redline features a body-color grille surround.

Filling the wheel wells, the Dodge Challenger R/T Redline features 20-inch Black Chrome wheels with a Redline Red lip and inner backbone for a one-of-a-kind look. For even more performance and driving precision at-the-limit handling, the available Super Track Pak adds Goodyear Eagle F1 P245/45R20 three-season performance tires, high-performance brake linings and a lowered ride height.

With its two-color stripe and four available exterior colors, including Billet Silver, Granite Crystal, Bright White and Pitch Black, each new Dodge Challenger R/T Redline will stand out from the crowd. Dodge Challenger R/T Redline features a Dark Slate Gray interior with Dark Slate Gray (R/T) performance seats, or premium Nappa leather performance seats in Radar Red or Dark Slate Gray (R/T Plus). Automatic transmission models also feature bright pedals, a Mopar<sup>®</sup> T-Handle shifter and remote start.

## **HEMI Power**

For the performance enthusiast, the 2013 Dodge Challenger R/T Redline features the legendary 5.7-liter HEMI V-8 engine that delivers up to 375 horsepower and 410 lb.-ft. of torque and gets up to 25 miles per gallon (mpg) on the highway. When paired with the track-proven Tremec TR6060 six-speed manual transmission, the Dodge Challenger R/T delivers smooth shifts, while delivering even more power through unique performance-tuned dual exhaust and under-floor mufflers with low-restriction bottle resonators. The result, 0-60 mph runs in the low-5-second range and a sinister exhaust growl for the cars left in its rear-view mirror; a trademark of the original Challenger HEMI from more than 43 years ago.

The 5.7-liter HEMI V-8 engine is also available with a five-speed automatic transmission producing 372 horsepower and 400 lb.-ft. of torque. In addition, this version of the engine includes Chrysler Group's innovative Fuel Saver Technology to seamlessly transition to high-fuel-economy four-cylinder mode when less power is needed and V-8 mode when more power is in demand. And for even more control, steering-wheel mounted paddle shifters with "sport mode" transmission calibration are included.

## **Loaded with standard features**

Dodge Challenger R/T Redline also includes a tremendous level of standard equipment found on every 2013 Challenger R/T, including the legendary 5.7-liter HEMI V-8 engine with cold-air induction delivering up to 375 horsepower, Tremec six-speed manual transmission, performance-tuned suspension, performance-disc brakes, performance-tuned steering calibration, Uconnect Voice Command with Bluetooth, console-mounted USB port with iPod control and auxiliary audio input jack, SiriusXM Satellite Radio with 12-months subscription, automatic headlamps, LED-illuminated instrument cluster with 160-mph primary speedometer, instrument panel with mini-carbon bezel, fog lamps, "R/T" grille badge, "HEMI" hood badges and rear body-color deck-lid spoiler. Remote start, bright pedals and Mopar T-handle shifter are also included with the five-speed automatic transmission.

For drivers who want even more premium refinement and details, the new Dodge Challenger R/T Redline can also be built on the 2013 Challenger R/T Plus, which includes premium Nappa leather seating in Dark Slate Gray or Radar Red, heated front seats, six Boston Acoustics premium speakers with 276-watt amplifier, ParkSense rear park assist, power heated mirrors, Electronic Vehicle Information Center (EVIC) with temperature gauge, location specific tire-pressure monitoring and compass, vehicle security alarm, and HomeLink universal transceiver. Remote start, bright pedals and Mopar T-handle shifter are also included with the five-speed automatic transmission.

## **Just in time for spring**

The 2013 Dodge Challenger with R/T Redline Group is available for ordering now and arrives at dealerships this April with a U.S. MSRP of \$1,995. When configured on the Challenger R/T or R/T Plus models, the MSRPs are \$31,990 and \$33,990 respectively (both prices exclude \$995 destination).

## **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 freshest dealer showrooms in the United States.

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