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Four Engines, Eight-speeds and up to 707 Horsepower: Dodge Announces Pricing for Its New 2015 Challenger Model Lineup

Starting later in the third-quarter, Dodge is unleashing the Most Powerful and Fastest Muscle Car ever, along with the most capable and technologically advanced Challenger lineup ever – with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of $26,995

- The Dodge and SRT brands now offer the most complete lineup of muscle cars, loaded with even more performance, technology and world-class hardware:
    - New 2015 Challenger SXT models with award-winning 305 horsepower Pentastar V-6 engine, new and segment-first TorqueFlite eight-speed transmission, more technology features, even more performance equipment available, plus up to an EPA estimated 30 mpg on the highway
        - Nearly $4,000 in added content over previous entry Challenger model providing nearly $3,500 of added value year over year
    - New 2015 Dodge Challenger R/T models feature the high-torque 5.7-liter HEMI® with up to 410 lb.-ft. of torque, new segment-exclusive TorqueFlite eight-speed or standard six-speed manual transmission and two new R/T Shaker models for all-out throwback style
    - New Challenger R/T Scat Pack features a 6.4-liter HEMI with best-in-class 485 horsepower and 475 lb.-ft. of torque, delivering 0-60 mph in the low 4-second range with up to 25 mpg highway with a starting U.S. MSRP of $38,495
- Driven by the five SRT performance hallmarks, the new 2015 Dodge Challenger SRT 392 and Challenger SRT Hellcat are designed and engineered to be the most true-to-form muscle coupes on the market with performance-enhancing technologies inside and out
    - New Challenger SRT 392 delivers 485 horsepower, plus new six-piston front Brembo brakes, 20 x 9.5-inch wide forged wheels, 18-speaker Harman Kardon audio system, three-mode adaptive suspension and all-new Drive Modes to personally tailor the driving experience with a starting U.S. MSRP of $45,995
    - America's most powerful muscle car ever: all-new Challenger SRT with the supercharged 6.2-liter HEMI Hellcat engine, produces 707 horsepower and 650 lb.-ft. of torque and recently achieved an NHRA-certified 10.8 second quarter mile time (on drag radials), is available with a starting U.S. MSRP of $59,995
- New 1971-inspired exterior and interior design features an unmatched array of personalization options, including a wide range of colors, stripes and wheels to create the perfect combination of fun, nostalgia and power
- This segment-first and segment-exclusive TorqueFlite eight-speed automatic transmission delivers world-class precision and up to an 11 percent improvement in fuel economy, along with sport mode and paddle-shifting capabilities for more performance
- Significant new technology upgrades feature all-new Uconnect Access system with standard touchscreen, standard new 7-inch multi-view TFT gauge cluster, new performance electronic shifter, Keyless Enter 'n Go

with push-button start

- Challenger sales have doubled since 2009; set an all-time record in 2013

July 16, 2014, Auburn Hills, Mich. - The Dodge brand is putting all car enthusiasts on notice with its new 2015 Dodge Challenger lineup, delivering more performance, precision and world-class technology features, including the segment's first TorqueFlite eight-speed transmission and the most powerful muscle car ever, the new supercharged 707 horsepower Challenger SRT Hellcat model, all to build on the storied nameplate's record sales and continuous growth since its 2008 return. And with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of $26,995, the 2015 Dodge Challenger is more than a legendary icon, it's an attainable dream car.

"The Dodge Challenger has been on a tear – setting an all-time sales record in 2013 – its fifth year on sale," said Tim Kuniskis, President and CEO – Dodge Brand, Chrysler Group LLC. "For 2015, the new Challenger is the most powerful muscle car ever, the fastest muscle car ever, and now our icon is also the most capable and technologically advanced ever, with a starting U.S. Manufacturer's Suggested Retail Price of $26,995."

Pedal-to-the-floor, not letting up

Dodge is building on tremendous momentum as it introduces the new 2015 Challenger. The previous-generation Challenger scored five solid years of continuous growth. Sales doubled between 2009 and 2013 in a segment that saw just a 10 percent increase in the same period. In fact, in its fifth year in the market, when most cars are on their natural decline curve, the Dodge Challenger set an all-time sales record in 2013.

Looking to the future, the standard specialty segment in which the Challenger competes is projected to grow substantially in the United States. With nearly 430,000 units sold last year, the segment is up 10 percent since 2009 and is projected to grow 42 percent in the next five years, giving Dodge, and its new 2015 Challenger, a huge opportunity to grow with it.

Muscle-car enthusiasts who have flocked to the iconic Dodge Challenger since its introduction in 2008 now have even more reason to love their favorite muscle car with the addition of the 2015 Challenger 6.4-liter Scat Pack model, a new TorqueFlite eight-speed automatic transmission, up to 11 percent fuel efficiency improvement and a host of driver-centric upgrades with its all-new interior.

The powerful and efficient 3.6-liter Pentastar V-6 in the SXT and SXT Plus generates 305 horsepower and up to an EPA estimated 30 mpg on the highway – an improvement of up to 11 percent. Those looking for even more power will want the legendary 5.7-liter HEMI V-8 punching out 375 horsepower with 410 lb.-ft. of torque. And the enthusiast can now get behind the wheel of a best-in-class 485-horsepower and best-in-class 475-lb.-ft. of torque 6.4-liter HEMI V-8 Scat Pack that gets up to 25 mpg on the highway. For those who want nothing less than the ultimate in performance the most powerful muscle car ever, the all-new 707 horsepower SRT Hellcat delivers on all accounts.

In addition, America's true GT muscle car also offers an unmatched array of personalization options, including a wide range of colors, stripes and wheels – 12 wheel designs to select from – to create the perfect combination of fun, nostalgia, and power in one car.

The segment's shot-caller

Dodge isn't just bringing a new Challenger into the muscle-car segment for 2015, it's calling the shots in a segment that commands bragging rights.

- Dodge Challenger SRT Hellcat – starting U.S. MSRP of $59,995
    - Most powerful muscle car ever
    - Most powerful Challenger ever
    - Most affordable +700 horsepower car in America
    - Most horsepower-per-dollar in America
    - Dodge's most powerful V-8 ever
    - Unprecedented and best-in-class 707 horsepower
    - Unprecedented and best-in-class 650 lb.-ft. of torque
    - World's first application of TorqueFlite "8HP90" ultra-high performance eight-speed

transmission
    - New class-exclusive standard 7-inch multi-view cluster with “tic-toc-tach” gauges
    - New class-exclusive available 8.4-inch Uconnect touchscreen

- Dodge Challenger R/T Scat Pack and 392 HEMI Scat Pack Shaker models – starting U.S. MSRP of $38,495
    - Best-in-class 485 horsepower
    - Best-in-class 475 lb.-ft. of torque
    - Segment-first TorqueFlite “8HP70” high performance eight-speed transmission
        - Improves fuel economy up to 8 percent, no gas-guzzler tax penalty
        - Up to 25 mpg highway
    - New class-exclusive standard 7-inch multi-view cluster with “tic-toc-tach” gauges
    - New class-exclusive available 8.4-inch Uconnect touchscreen

- Dodge Challenger R/T models – starting U.S. MSRP of $31,495
    - America’s most affordable V-8-powered muscle car, delivering up to 410 lb.-ft. of torque
    - Segment-first TorqueFlite “8HP70” high performance eight-speed transmission
    - Segment-exclusive “Shaker” hood with functional engine-mounted scoop (late availability)
    - New class-exclusive standard 7-inch multi-view cluster with “tic-toc-tach” gauges
    - New class-exclusive available 8.4-inch Uconnect touchscreen

- Dodge Challenger SXT models – starting U.S. MSRP of $26,995
    - Standard with the segment-first TorqueFlite “845RE” eight-speed transmission
    - 305 horsepower and up to 30 mpg highway
    - New class-exclusive standard 7-inch multi-view cluster with “tic-toc-tach” gauges
    - New class-exclusive available 8.4-inch Uconnect touchscreen

New Safety & Technology
The new 2015 Dodge Challenger features a standard 7-inch thin film transistor (TFT) reconfigurable gauge cluster, new 5-inch or 8.4-inch Uconnect touch screens, as well as available Forward Collision Warning, Adaptive Cruise Control, rain-sensitive windshield wipers, automatic high-beam headlamps, blind spot monitoring, rear cross path detection.

2015 Challenger models make dream cars a reality
The Dodge and SRT brands now offer the most complete lineup of muscle cars, loaded with even more performance, technology and world-class hardware:

Challenger SXT
The 2015 Dodge Challenger SXT features the award-winning 3.6-liter Pentastar engine with 305 horsepower and 268 lb.-ft. of torque as the standard engine paired with a new standard TorqueFlite eight-speed automatic transmission. On the exterior, standard features include 1971-inspired split satin chrome grille and split LED-illuminated tail lamps, automatic bi-function projector headlamps with halo LED surrounds, bright chrome fuel filler door with heritage “FUEL” lettering, dual exhaust with bright tips, 18-inch aluminum wheels in a premium Satin Carbon finish and P235/55R18 BSW all-season performance tires, new more prominent power bulge hood with twin functional intakes, power body-color folding heated mirrors, and two-speed variable intermittent mode wipers.

On the inside, the 2015 Challenger features an all-new interior with premium cloth seating in Houndstooth or Torque, stamped aluminum instrument panel bezel, 7-inch thin-film transistor (TFT) configurable cluster display, six-way power driver’s seat, Uconnect 5-inch touchscreen display with AM/FM/Bluetooth, media hub with SD card, USB and

auxiliary inputs, six premium speakers, Bluetooth handsfree phone, auto-dimming rearview mirror with microphone, dual zone automatic temperature control, 160 mph primary speedometer, Keyless Enter ‘n Go with push-button start, leather-wrapped tilt-and-telescoping three-spoke steering wheel with vehicle controls, leather-wrapped shift knob, rear 60/40 split-folding rear seat with armrest and cup holders providing room for five, full-length floor mounted center console, cell phone storage, 12-volt power outlet, front and rear climate control outlets, climate outlet with Challenger logo, LED-illuminated cup holders, LED front map lamps, LED rear-reading courtesy lamps, automatic dual-zone temperature controls, cabin-air filtration, Satin Silver door-lock knobs, luxury front and rear floor mats. Standard safety features include six airbags, a four-wheel anti-lock brake system (ABS), all-speed traction control system (TCS), electronic brake-force distribution (EBD), Brake Assist, electronic stability control (ESC), brake/park interlock, brake override and much more.

The 2015 Dodge Challenger SXT has a starting U.S. MSRP of $26,995 (excludes $995 destination), including the standard eight-speed TorqueFlite automatic. The 2015 Challenger SXT includes nearly $4,000 of added content, providing nearly $3,500 of added value year-over-year.

Challenger SXT Plus

The Challenger SXT Plus delivers all the standard features of the SXT and adds premium amenities inside and out, including 20-inch polished aluminum wheels with graphite pockets and P245/45R20 BSW all-season performance tires, performance suspension and brakes, projector fog lamps, a deck-lid rear spoiler with ParkSense rear park assist and ParkView rear backup camera. On the inside, premium Nappa leather seating, heated and ventilated front seats with four-way power driver lumbar adjustment, heated steering wheel with power tilt and telescope, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capable and Uconnect Access with 9-1-1 call/Assist Call, six Alpine speakers with 276-watt digital amplifier, Hectic Mesh aluminum bezels, bright pedals and universal garage door opener.

The 2015 Dodge Challenger SXT Plus has a starting U.S. MSRP of $29,995 (excluding $995 destination), including the standard eight-speed TorqueFlite automatic. The SXT Plus includes $6,400 of added content year-over-year, representing over $4,700 of added value.

New options for 2015 include the Super Track Pak, which is available for the first time on the Challenger SXT and SXT Plus. It includes unique 20-inch Hyper Black aluminum wheels, high-performance brakes, high-performance steering, performance suspension, Dodge Performance Pages, body-color rear spoiler, ParkView and ParkSense for $1,600.

Additional options include unique body-side stripes and the Cold Weather Group, which includes heated front seats and heated steering wheel.

Challenger R/T

Designed for the performance enthusiast, the R/T builds off the SXT and adds the legendary 5.7-liter HEMI V-8 engine with cold-air induction delivering 375 horsepower and 410 lb.-ft. of torque, Tremec six-speed manual transmission, standard 3.90 limited-slip rear-axle ratio, performance dual exhaust with low-restriction resonators and chromed exhaust tips, projector fog lamps, “R/T” grille badge, “HEMI” hood badge and standard 20-inch Satin Carbon aluminum wheels with P245/45R20 BSW all-season performance tires and bright pedals.

The new TorqueFlite eight-speed transmission is available on the R/T model and paired with the 5.7-liter HEMI V-8 (372-horsepower, 400-lb.-ft. of torque) includes Sport mode and Fuel Saver Technology with four-cylinder mode and interactive Decel Fuel Shut Off (iDFSO).

The 2015 Dodge Challenger R/T has a starting U.S. MSRP of $31,495 (excluding $995 destination), positioning it as America’s most affordable V-8 muscle car. The Challenger R/T includes $4,750 of added content year-over-year, representing $3,550 of added value.

Challenger R/T Plus

For drivers who want even more premium refinement and details paired with their powerful HEMI® V-8, the 2015 Dodge Challenger R/T Plus adds standard 20-inch polished aluminum wheels with graphite pockets with

P245/45ZR20 BSW three-season performance tires, premium Nappa leather seating in Black, Black with Pearl or Ruby Red, heated and ventilated front seats with power four-way lumbar, heated steering wheel, power tilt-and-telescoping steering wheel, Uconnect 8.4-inch touchscreen display with AM/FM/HD radio/SiriusXM Radio/Bluetooth/3-D navigation-capability and Uconnect Access with 9-1-1 call/ Assist Call, six Alpine speakers with subwoofer and 276-watt digital amplifier, Hectic Mesh aluminum interior bezels, ParkSense rear park assist and ParkView rear backup camera and universal garage door opener.

Fans of Challenger's past will want to opt for the Challenger R/T Classic Package, which adds heritage classic "Challenger" script badging on the fenders, dual 'R/T' side stripes, 20-inch polished forged aluminum classic-styled five-spoke wheels, HID headlamps, and high-performance Nappa leather seats with Axis II suede inserts.

The 2015 Dodge Challenger R/T Plus has a starting U.S. MSRP of $34,495 (excludes destination). The Challenger R/T Plus includes $6,250 of added content year-over-year, representing $4,050 of added value compared to last year.

Challenger R/T Scat Pack

Adding to the R/T, the all-new Challenger R/T Scat Pack model adds a 6.4-liter HEMI V-8 engine with 485 horsepower and 475 lb.-ft. of torque,6.4-liter Scat Pack fender badging, 180 mph primary speedometer, high-performance suspension, active stainless steel performance dual exhaust system, performance front splitter, satin black decklid spoiler, Brembo four-piston high-performance brake package, new 20-by-9-inch polished aluminum wheels with black pockets and BSW three-season performance tires, Dodge Performance Pages, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capability and Uconnect Access with 9-1-1 call/Assist Call, six premium speakers with 276-watt amplifier, high-performance premium cloth seats with Ballistic 2 inserts and Tungsten accent stitching and 220 am alternator.

The 2015 Dodge Challenger R/T Scat Pack has a starting U.S. MSRP of $38,495 (excluding $995 destination, includes $1,000 gas-guzzler tax and standard manual transmission).

The 2015 Challenger R/T Scat Pack with the TorqueFlite eight-speed automatic transmission has a starting U.S. MSRP of $38,895 (excluding $995 destination) and gets up to 25 mpg highway.

The Challenger R/T Scat Pack includes more than $4,700 of added content from the 2014 SRT Core, with a price reduction of nearly $2,800, representing more than $7,500 of added value.

Available on the Challenger R/T Scat Pack is the Leather Interior Group, which includes high-performance Nappa leather seats with Alcantara Suede inserts, heated and ventilated front seats, heated steering wheel and power tilt and telescoping steering column for $1,500 MSRP. Also available is the Scat Pack Appearance Group, which includes new 20-by-9-inch matte black lightweight forged-aluminum wheels, gloss black grille, HID headlamps, Scat Pack Bumble Bee Rear Stripe and Satin Black Fuel Filler Door for only $1,995 MSRP.

Challenger SRT 392

The Challenger SRT 392 is powered by a 392 cubic inch (6.4-liter) HEMI V-8 engine with 485 horsepower and 475 lb.-ft. of torque, increases of 15 horsepower and 5 lb.-ft. of torque over 2014 model year. Building off the Scat Pack, the SRT 392 features a unique Viper-inspired hood with functional center intake, unique 20 by 9.5-inch wide "Slingshot" forged Hyper Black aluminum wheels with new P275/40ZR-20 Pirelli tires, the largest brakes ever offered in a Chrysler Group vehicle – including 15.4-inch front brakes, Brembo 6-piston Calipers with 2-piece slotted and vented rotors, High Performance adaptive dampening suspension, rear body-color spoiler, SRT performance pages with launch control, 18-speaker 900-watt Harman Kardon Premium Audio System, high-performance Nappa leather seats with Alcantara inserts, heated and ventilated front seats, unique flat-bottom three-spoke heated leather-wrapped steering wheel with power tilt and telescoping, red push button start and available twin, full body stripes in Black Satin Gloss or Silver High Gloss.

The 2015 Dodge Challenger SRT 392 has a starting U.S. MSRP of $45,995 (excluding $995 destination, includes $1,000 gas-guzzler tax and standard manual transmission).With all of the new standard equipment and no gas guzzler tax on models equipped with an automatic, the 2015 SRT 392 includes more than $8,900 of added value.

With the new TorqueFlite eight-speed automatic transmission, the Challenger SRT 392 has a starting U.S. MSRP of $46,395 (excluding $995 destination) with up to 25 mpg highway.

Newly available for 2015 is the ultimate luxury of Laguna leather on the seats and door panel inserts and the ability to customize with Ruby Red seat belts.

Challenger SRT Hellcat

The Challenger SRT Hellcat with the all-new supercharged 6.2-liter HEMI Hellcat engine, produces an unprecedented 707 horsepower and 650 lb.-ft. of torque, making it the most powerful muscle car ever and the fastest muscle car ever with an NHRA certified 10.8 second quarter mile time at 126 mph on drag radials. For first time in Chrysler Group history, the all-new 2015 Dodge Challenger SRT Hellcat comes standard with two key fobs to control engine output -- red fob and black fob. Drive Modes tailor driving experience by controlling horsepower, transmission shift speeds, paddle shifters (automatic transmission only), traction and suspension and are pre-configured for Sport, Track and Default settings, while Custom option lets the driver customize their favorite settings. The unique power-bulge aluminum hood has dedicated center air intake, dual air extractors and can be finished in body color or Satin Black. Also differentiating the Challenger SRT Hellcat are the “air catcher” inlet port, which feeds ram-air directly into engine air box through driver-side parking lamp, “Slingshot” forged-aluminum wheels with Matte Black or Brass Monkey/dark bronze finish, a larger front splitter, “SUPERCHARGED” fender badges, black side sills and a unique, taller rear spoiler with raised SRT logo.

The 2015 Dodge Challenger SRT Hellcat – the most powerful and fastest muscle car ever – with power and performance figures once reserved for exotics, has a starting U.S. MSRP of $59,995 (excluding $995 destination, includes $2,100 gas-guzzler tax; $1,700 gas-guzzler tax on models with the TorqueFlite eight-speed automatic).

Personalization and high-impact heritage hues keep it hot

Like all Dodge muscle cars, the Challenger is known for rocking some of the most recognizable paint colors in the automotive world. The 2015 model year continues this tradition by bringing Sublime Green and B5 Blue paint hues back into production, joining Bright White Clear Coat, Redline Red, Pitch Black Clear Coat, Granite Crystal Metallic Clear Coat, Billet Silver Metallic Clear Coat, Jazz Blue Pearl Coat, TorRed Clear Coat, and Phantom Black Tri-Coat and Ivory White Tri-coat.

Challenger paint choices can be accented by a variety of striping schemes, providing instant customization from the factory. Stripe options include:

- Challenger SXT / SXT Plus body-side stripe in Satin Black
- Challenger R/T hood stripe with "R/T" logo in Satin Black
- Challenger R/T Classic "A-line" body-side stripe in Satin Black
- Challenger R/T Classic "A-line" body-side stripe in White
- Challenger R/T Classic "A-line" body-side stripe in Gloss Red
- Challenger R/T Scat Pack rear-quarter Bumble Bee stripe in Satin Black
- Challenger R/T & 392 HEMI Shaker graphics in Satin Black with a matching spoiler and Gloss Black fuel door
- Challenger SRT 392 twin, full-body stripes in Satin Black
- Challenger SRT 392 twin, full-body stripes in Silver High Gloss

Completing the muscle-car appearance are 12 wheel options, including 11 different 20-inch wheels with six lightweight forged aluminum wheels for the hardcore enthusiast.

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world’s quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new

Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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