Contact: Amy Delcamp

Kristin Starnes

New 2015 Dodge Dart Delivers Class-Leading Safety, Technology and Style at an Attractive Price

2015 model lineup updates build upon powertrain and feature changes implemented for the 2014 model year, zeroing in on creating the best compact car for drivers and passengers alike

- 2.4-liter Tigershark MultiAir2 engine that powers the 2015 Dart SXT, Limited and GT models is now available as a Partial Zero Emission Vehicle (PZEV)
- 2015 Dodge Dart SE model adds air conditioning, Bluetooth, cruise control and power equipment for a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of $17,270, delivering more features for a better value for compact car customers
- 2015 Dart SXT, Limited and GT models are powered by the 2.4-liter Tigershark MultiAir2 I-4 engine, which produces 184 horsepower and 174 lb.-ft. of torque
- Segment-leading safety and security features and innovative, easy-to-use technology, including Uconnect 8.4-inch touchscreen and 7-inch full-color, reconfigurable digital gauge cluster delight both drivers and passengers
- Dodge Dart tops compact car segment in total quality, according to 2014 Strategic Vision Total Quality Index
- 2015 Dodge Dart starts at a U.S. Manufacturer's Suggested Retail Price (MSRP) of $16,495 (excluding destination)

September 1, 2014, Auburn Hills, Mich. - Building on the product improvements for the 2014 Dart model year, the Dodge Dart lineup is fine tuned for 2015 to deliver even more value, style and performance.

New for the 2015 model year, the 2.4-liter Tigershark MultiAir2 engine is available as a Partial Zero Emission Vehicle (PZEV), which entails a new fuel filler neck, new air cleaner, new engine downpipe, revised fuel tank, modified vapor purge canister and new fuel cap. This engine is available in the 14 California Air Resources Board (CARB) states.

In addition, the 2015 Dart SE model now includes a $620 discount with the Convenience Group – bundling air conditioning, power door locks, power body color mirrors, remote keyless entry, body color door handles, panic alarm, speed control, remote USB port, Bluetooth with voice command, steering wheel-mounted audio controls, mirror with microphone, and underbody aero treatment and active grille shutters for only $775, resulting in a U.S. Manufacturer's Suggested Retail Price (MSRP) of just $17,270.

The 2015 Dodge Dart's Uconnect Touch 8.4-inch touchscreen radio is updated to include Android smartphone compatibility for Bluetooth, voice command and streaming music and USB connectivity to play music from the device. The CD player is now a standalone option available on the 2015 Dodge Dar Aero, SXT (when equipped with the 8.4-inch radio), Limited and GT models.

Other updates to the 2015 Dodge Dart lineup include a new standard 16-inch aluminum wheel on SXT models and a new black and ruby red interior option available with the Blacktop packages. Nine exterior color choices are offered for 2015, including three new colors: Passion Red, Laser Blue and Vitamin C (orange).

Some things haven't changed. The 2015 Dodge Dart still provides a distinctive style with an athletic, stylish exterior design punctuated with the signature race track LED tail lamps; a modern, sleek interior design that's well-crafted

with high-quality materials and attention to detail; class-leading safety and security features, including 10 standard air bags; class-exclusive, easy-to-use technology and steering, ride and handling and dynamics engineered for the driver who loves to drive.

The Dart is loaded with more than 60 available safety and security features that give drivers and passengers peace of mind. Constructed of 68 percent high strength steel, among the highest in the industry, the Dodge Dart's key available safety and security features include a class-leading 10 standard air bags, four-wheel anti-lock brakes standard on every model, electronic stability control, electronic roll mitigation, all-speed traction control, ParkView rear backup camera, Blind-spot Monitoring, Rear Cross Path detection, ParkSense rear park assist with dynamic grid lines, LATCH anchors, which allow a child seat to be placed in any of the three rear seat positions, and much more.

In addition, the 2015 Dodge Dart continues to offer the class-exclusive Uconnect system which includes an available 8.4-inch touchscreen radio, the largest in the segment; Voice Command, which allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road, enables drivers to switch radio modes, tune to AM/FM and SiriusXM Radio stations and request real-time information (such as fuel prices) from SiriusXM Travel Link using natural voice commands; and features a 7-inch full-color customizable digital gauge cluster to let the customer decide what format they want the information displayed.

The Dart's chassis is engineered to deliver steering precision and sporty handling dynamics but with the ride comfort that makes the daily commute something to look forward to. The exceptional balance of fun-to-drive dynamics, ride comfort, a quiet cabin and emergency handling characteristics is accomplished through the suspension bushing tuning and the Dart's exceptional body structure, including the front aluminum cradle, rear upper and underbody structure reinforcement and superior suspension attachment stiffness.

For the 2015 model year, the Dodge Dart starting U.S. MSRP is $16,495, (excluding $995 destination).

2015 DODGE DART MODEL LINEUP

Dodge Dart SE
The 2015 Dodge Dart SE model offers features not typically found on an entry level compact car: projector headlamps, four-wheel anti-lock disc brakes, LED tail and stop lamps and 10 standard air bags. The SE model is powered by the 2.0-liter Tigershark I-4 engine, mated to a six-speed manual transmission, which produces 160 horsepower and 148 lb.-ft. of torque and has an EPA fuel economy rating of 25 city/36 highway/29 combined.

Standard equipment on the 2015 Dodge Dart SE model includes: 2.0-liter Tigershark engine which produces 160 horsepower and 148 lb.-ft. of torque, 10 standard air bags, electric power steering, electronic brake assist, electronic stability control, Hill-start Assist (HSA) all-speed traction control, electronic roll mitigation, four-wheel anti-lock power disc brakes, lock-on-sync tire pressure sensors, black Sedoso cloth seats with mesh inserts, six-way manual adjust driver and front passenger seat, driver seat height adjuster, front-seat active headrests, three rear-seat head restraints, rearview day/night mirror, sun visors with vanity mirrors, floor console with covered storage, Uconnect AM/FM CD player, four speakers, remote USB port, audio input jack for mobile devices, satin silver shift knob, two front cup holders, power windows with driver one-touch, solar control glass, Sentry Key theft-deterrent system, standard instrument cluster with tachometer, soft-touch dash; dual-note electric horns, outside temperature display in odometer, front courtesy map lamps, headlamp off-time delay, bi-function halogen projector head lamp, LED corner tail lamp, body-color crosshair grille with body-color surround, chrome headlamp bezels, tilt/telescopic steering column, push/push fuel door, grocery bag hooks, 16-inch steel wheels with cover, tire service kit and more.

New for 2015 Dart SE customers can add air conditioning with micron filter, speed-sensitive power door locks, remote keyless entry with panic alarm, body-color power mirrors, body-color door handles, active grille shutters, underbody aerodynamic treatment, rearview auto-dimming mirror with microphone, Uconnect Voice Command with Bluetooth, steering wheel-mounted audio controls, speed control and remote USB port for just $775 – a reduction of $620 vs. 2014 MY – for a U.S. MSRP of $17,270 (excluding $995 destination).

Dart SXT
In addition to the standard equipment of the SE, the 2015 Dodge Dart SXT adds the 2.4-liter Tigershark I-4 engine

with MultiAir2 technology, delivering 184 horsepower and 174 lb.-ft. of torque mated to a standard six-speed manual transmission or the available six-speed Powertech automatic transmission, LED racetrack tail lamps, automatic headlamps, Uconnect 200 AM/FM/CD/MP3 radio with audio input jack for mobile devices, Uconnect Bluetooth with voice command and rearview mirror with microphone, steering wheel with audio controls, speed control, front center console with fore and aft sliding armrest, 60/40 split folding rear seat with armrest with storage and cup holders and trunk pass-through, six speakers, security alarm, overhead console with sunglasses holder, sun visors with illuminated vanity mirrors, 12-volt auxiliary power outlet in front console, front and rear floor mats, 600-amp maintenance-free battery and SXT badge.

The available Rallye Appearance Group adds a touring suspension, rear stabilizer bar, 17-inch Hyper Black aluminum wheels with all-season tires, black crosshair grille with black surround, integrated dual exhaust with bright tips, projector fog lamps, leather-wrapped steering wheel with audio controls and leather-wrapped shift knob (automatic transmission), unique premium Black and Tungsten cloth seats with accent stitching and Rallye badge.

The available 2015 Blacktop package includes 18-inch Gloss Black aluminum wheels, Gloss Black exterior mirrors, new Black and Ruby Red or Black and Tungsten interior color choices and all-season tires.

The Sun and Sound Group includes a power express open/close sunroof, nine Alpine speakers with subwoofer, 506-watt amplifier, Uconnect 8.4 AM/FM/MP3 radio with 8.4-inch touchscreen radio, iPod control, SiriusXM Radio and ParkView rear backup camera.

The Cold Weather Group features body-color heated mirrors, heated front cloth seats, and remote start (with automatic transmission).

The Uconnect Touchscreen Group includes the class-exclusive 8.4-inch Uconnect 8.4 multimedia center, class-exclusive lit floating island bezel, remote USB port, iPod Control, 12-volt auxiliary power outlet and ParkView rear backup camera.

Also available is the Garmin Navigation Group, which includes a complimentary one-year subscription to Sirius TravelLink.

Dart Aero
The 2015 Dodge Dart Aero model includes as standard equipment the 1.4-liter MultiAir Turbo engine generating 160 horsepower and 184 lb.-ft. of torque mated to the six-speed manual transmission or available six-speed DDCT.

In addition to the standard features available on the SE model, the 2015 Dart Aero model also includes the following standard features: unique 16-inch aluminum wheels, bright chrome grille, LED racetrack tail lamps, 8.4-inch Uconnect touchscreen media center with lit floating island bezel, 7-inch full-color, reconfigurable digital gauge cluster display, Parkview rear backup camera, Uconnect Bluetooth with Voice Command, rearview mirror with microphone, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, speed control, automatic headlamps, tire inflator kit, “Aero” badge, single note horn and
13.2 gallon fuel tank.

Also available on the 2015 Dart Aero model is the Garmin Navigation Group, which includes Garmin navigation and SiriusXM Travel Link.

Dart Limited
The 2015 Dart Limited is the premier model for the customer who wants to treat themselves with amenities that make the drive just a little more indulgent. The Limited model includes a tremendous level of standard premium features.

The 2015 Dart Limited model is powered by the 2.4-liter 184 horsepower Tigershark four-cylinder engine mated to the Powertech six-speed automatic transmission. Standard features, in addition to the features included on the SXT model, are: premium Nappa leather seating with perforated inserts, heated front seats, heated steering wheel, 10-way power driver seat, including four-way power lumbar adjust, leather-wrapped steering wheel, power front windows with one-touch up/down, premium, full-color 7-inch reconfigurable digital gauge cluster with tachometer and compass,

push-button start, Uconnect 8.4N featuring an 8.4-inch touchscreen, Garmin navigation, SiriusXM Radio, SiriusXM TravelLink and ParkView rear backup camera, dual-zone automatic temperature control, remote start, touring suspension, rear stabilizer bar, ambient interior LED lighting, illuminated floating island bezel/instrument panel surround, universal garage door opener, power express open/close sunroof, body-color heated power heated exterior mirrors with courtesy lamps and supplemental signals, projector fog lamps, bright crosshair grille with body-color surround, chrome headlamp bezels, bright door handles and 17-inch Satin Silver aluminum wheels.

The Dart Limited model also offers the ability to customize with polished aluminum wheels, premium Alpine audio system, or the sophisticated equipment of the Technology Group, which includes Blind-spot monitoring, Rear Cross Path detection, ParkSense rear park assist system, HID Xenon headlamps, rain-sensitive wipers and ultrasonic intrusion alarm.

Dart GT

The sporty 2015 Dart GT models offer consumers enhanced performance and a unique style. The Dodge Dart GT builds on the SXT and includes as standard equipment: unique frequency-sensing sport suspension and performance steering, performance gear ratios, unique engine calibration, Keyless Enter 'n Go with push-button start, 18-inch aluminum wheels, integrated dual exhaust with bright tips, black fascia with Hyper Black grille, dark-tinted automatic headlamps, projector fog lamps, power heated exterior mirrors with courtesy lamps and supplemental signals, exclusive perforated Nappa leather seats, heated front seats, heated leather-wrapped steering wheel, 10-way power driver seat, Uconnect 8.4 AM/FM/MP3 radio with 8.4-inch touchscreen display, 7-inch full-color reconfigurable digital gauge cluster display, ParkView rear backup camera, dual-zone automatic temperature control, remote start (with the available automatic transmission), tire-pressure monitoring display and SiriusXM Radio.

The Dart GT model also offers as optional equipment the Technology Group, Garmin Navigation Group, the Sun and Sound Group and Hyper Black aluminum wheels.

The 2015 Dodge Dart is available in the following colors: Passion Red Pearl Coat, Granite Crystal Metallic Clear Coat, True Blue Pearl Coat, Laser Blue Pearl Coat, Redline 2 Pearl Coat, Billet Silver Metallic Clear Coat, Bright White Clear Coat, Pitch Black Clear Coat and Vitamin C (orange) Clear Coat.

The 2015 Dodge Dart will arrive in U.S. dealer showrooms in the third quarter 2014 and is built in the United States at Chrysler Group's Belvidere, Illinois, assembly plant.

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.

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