Contact: Dan Reid

Kristin Starnes

Dodge Launches 2016 SRT Hellcat Plan of Attack; Increases Production; Set to Open Orders for the Fastest, Most Powerful Muscle Cars Ever

- Due to unprecedented demand for the 2015 models, Dodge significantly increases production for 2016 model-year Challenger and Charger SRT Hellcats
- Plan includes building the remaining 2015 SRT Hellcat scheduled orders at Brampton (Ont.) Assembly
- All unscheduled 2015 model year SRT Hellcat sold orders will be cancelled; these customers will receive discounted 2016 model year pricing
- Dealers will receive details on the full 2016 model year allocation plan in August 2015
- Two allocation cycles to occur – August 2015 and February 2016
- 2016 model year SRT Hellcat allocation eligibility will continue to be based on past Dodge sales performance
- Allocation will be adjusted based on dealers' average historical Dodge SRT Challenger and Charger Hellcat "days on lot" performance
- If dealers keep inventory moving, they will qualify for February allocation plan
- Dealers will only be able to order their given allocation.
- SRT Hellcat orders open in the second week of August 2015; production starts in September 2015
- New for 2016, both Challenger and Charger SRT Hellcat now feature standard ultra-premium Laguna Leather interior appointments, Uconnect 8.4AN with navigation, HD radio and five years of SiriusXM Travel Link and SiriusXM Traffic

July 27, 2015, Auburn Hills, Mich. - Dodge will soon be opening the dealer order banks for 2016 model year Dodge Challenger and Charger SRT Hellcats, streamlining the process and significantly increasing production to ensure that the fastest, most powerful muscle cars ever continue to move off dealer lots.

"We could not have asked for a more enthusiastic response to the Charger and Challenger SRT Hellcats – it was absolutely unprecedented, but then again, these 707-horsepower muscle cars are unprecedented," said Tim Kuniskis, President and CEO, Dodge and SRT brands, FCA US. "To meet this demand, we are more than doubling our SRT Hellcat production for 2016 and simplifying the process to make it easier for our enthusiasts to get their hands on the hottest muscle cars in history. In addition, customers with verified sold orders that weren't built in the 2015 model year will receive special discounted pricing if they re-order in 2016."

The plan for 2016 model year includes:

- Remaining 2015 SRT Hellcat scheduled orders will be built at Brampton (Ont.) Assembly
- All unscheduled 2015 model year SRT Hellcat orders will be cancelled; these customers will receive discounted 2016 model year pricing
- Dealers will get a 2016 model year potential allocation total for the entire model year in August 2015
- 2016 model year SRT Hellcat allocation eligibility will continue to be based on past Dodge sales performance
- Allocation will be adjusted based on dealers' average historical Dodge SRT Challenger and Charger Hellcat "days on lot" performance
- They will receive half of the 2016 model year allocation (net of adjustments) beginning in August 2015. They will receive the second half of the 2016 model year allocation (net of adjustments) in February 2016

- Dealers will only be able to order their given allocation

The ordering system will open the second week of August. Production of the 2016 Dodge Charger and Challenger is scheduled to start at the Brampton, (Ont.), Assembly plant in September.

Dodge Challenger SRT Hellcat
The Dodge Challenger SRT Hellcat is the fastest, most powerful muscle car ever, thanks to the supercharged HEMI Hellcat V-8 engine, which delivers an unprecedented 707 horsepower and 650 lb.-ft. of torque. The 6.2-liter V-8 is also the first factory-built supercharged HEMI. The Dodge Challenger SRT Hellcat also is the fastest muscle car ever with a National Hot Rod Association-certified ¼-mile elapsed time of 11.2 seconds with stock Pirelli P Zero tires. With drag radials, the ¼-mile run dropped to just 10.8 seconds.

Upgraded for 2016, the Challenger SRT Hellcat now features standard ultra-premium Laguna Leather interior appointments, Uconnect 8.4AN with navigation, HD radio and five years of SiriusXM Travel Link and SiriusXM Traffic.

Dodge Charger SRT Hellcat
Taking the performance sedan world by storm, the Dodge Charger SRT Hellcat features the supercharged 6.2-liter HEMI Hellcat V-8 engine that produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 204 miles per hour, and a National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on stock Pirelli P Zero tires, making it the quickest, fastest and most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America.

In addition to all the standard equipment offered in 2015, upgraded for 2016, the Charger SRT Hellcat now features standard ultra-premium Laguna leather interior appointments, Uconnect 8.4AN with navigation, HD radio and five years of SiriusXM Travel Link and SiriusXM Traffic.

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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