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## **FCA Canada: 2016 Challenger and Charger SRT Hellcat Models Earn Exclusive Stripes, Dodge Extends Plum Crazy Paint**

- All-new SRT Hellcat dual exterior stripe design adds even more Dodge attitude to 2016 Challenger and Charger SRT Hellcat models
- SRT Hellcat-exclusive dual full-length carbon-fibre pattern stripes provide a customized-from-the-factory look
- Dealers will start taking orders for Hellcat stripes in January 2016
- Dodge is answering enthusiast demand for Plum Crazy exterior paint with an additional one-month run of the legendary and limited-edition high-impact hue

January 8, 2016, Windsor, Ontario - For more than a year, the 707-horsepower Dodge Challenger and Charger SRT Hellcat models — the fastest and most powerful muscle car and sedan ever — have stormed roadways and drag strips with acceleration blasts to 100 km/h in the low to high 3-second range, generated more than 61 million sensational YouTube video views around the globe, inspired an entirely new generation of Dodge enthusiasts, and now for 2016, have been rewarded with their very own Dodge performance stripes.

“The SRT Hellcat models are America's ultimate performance car duo, and these already legendary Challenger and Charger models have given Dodge more than the title of ‘fastest and most powerful muscle cars ever,’ they continue to drive sales records, increase brand profitability, draw new and younger customers to the brand and fuel interest across our entire vehicle lineup – achievements worthy of earning an exclusive set of performance stripes,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America.

### **All-new SRT Hellcat stripes further Dodge brand's instant personalization from the factory**

Adding even more Dodge attitude for 2016, all-new dual full-length body stripes give Challenger and Charger SRT Hellcat models a factory-customized look. Finished with a carbon fibre pattern, the dual stripe design covers front and rear fascias, roof and deck lid, plus a tailored design around the SRT Hellcat's signature NACA duct hood vent to emphasize both Challenger and Charger models' functional, yet aggressive design.

Ordering for the SRT Hellcat dual body stripe on these ultra-high performance Dodge Challenger and Charger models will start in January.

In addition, Dodge has unleashed the full colour palette with the all-new SRT Hellcat dual body stripe to maximize Challenger and Charger's full personalization potential. The colour palette includes Bright White, Redline Tri-Coat Pearl, Pitch Black, Granite Crystal Metallic, Billet Metallic, Jazz Blue Pearl, TorRed, Ivory White Tri-coat, Maximum Steel Metallic and limited-edition Plum Crazy Pearl.

### **Plum Crazy extended for one more month of production**

Given the exceptionally strong demand for Plum Crazy, the Dodge team is responding immediately to enthusiast demand and has extended the production of one of its most desired historic paint colours for the Dodge Challenger and Charger.

Initially, ordering for Plum Crazy was scheduled to end in December 2015. But exceptionally strong customer demand, plus the opportunity to pair this legendary high-impact hue with the new SRT Hellcat stripe, means dealers will be able to continue ordering the high-impact, highly popular colour through January.

Since 1970, desire for this heritage hue continues to get stronger than ever – as this signature paint colour is directly associated with high collectability and the famed “Mopar-or-no-car” legacy. Today, Dodge is offering Plum Crazy across the widest performance range of Challenger and Charger models ever, that include:

**2016 Dodge Challenger models:**

- Challenger SXT Plus
- Challenger R/T and R/T Shaker
- Challenger R/T Scat Pack, 392 HEMI Scat Pack Shaker and SRT 392
- Challenger SRT Hellcat

**2016 Dodge Charger models:**

- Charger SXT (when equipped with 20-inch wheels)
- Charger R/T and R/T Road & Track
- Charger R/T Scat Pack and SRT 392
- Charger SRT Hellcat

**About Dodge Challenger SRT Hellcat**

The Dodge Challenger SRT Hellcat is the fastest, most powerful muscle car ever, thanks to the 6.2L Supercharged HEMI SRT Hellcat V8 engine, which delivers an unprecedented 707 horsepower and 650 lb.-ft. of torque. The 6.2-litre V8 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 and the Uconnect® 8.4 NAV multimedia centre with 8.4-inch touchscreen, SiriusXM satellite radio, hands-free communication and premium 3D navigation.

**About Dodge Charger SRT Hellcat**

Taking the performance sedan world by storm, the Dodge Charger SRT Hellcat features the 6.2L Supercharged HEMI SRT Hellcat V8 engine that produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 328 km/h, 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 North 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 and the Uconnect® 8.4 NAV multimedia centre with 8.4-inch touchscreen, SiriusXM satellite radio, hands-free communication and premium 3D navigation.

**About FCA Canada**

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 91st anniversary in 2016. FCA Canada Inc. is a wholly owned subsidiary of FCA US LLC, a member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers and markets Chrysler, Jeep, Dodge, Ram and FIAT brands as well as the SRT performance vehicle designation. The company also distributes the Alfa Romeo 4C model and Mopar products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan (Windsor), Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development center in Windsor, and has sales offices and parts distribution centers throughout the country.

FCA, the seventh-largest automaker in the world based on total annual vehicle sales, is an international automotive group. FCA is listed on the New York Stock Exchange under the symbol “FCAU” and on the Mercato TelematicoAzionario under the symbol “FCA.”

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