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FCA Canada: Go Mango: Dodge Launches Modernized Exterior Heritage Colour for 2016 Challenger and Charger SRT Muscle Cars

- Dodge continues to answer enthusiast demand with the latest heritage-inspired exterior paint colour
- Dealers can begin ordering Go Mango immediately on Charger and Challenger SRT models
- Both Dodge Challenger and Dodge Charger (along with Chrysler 300) are Canadian-made at Brampton Assembly Plant

March 14, 2016, Windsor, Ontario - "Plum Crazy" purple, "B5 Blue" and "Sublime" green Dodge Charger and Challenger muscle cars have recently been streaming out of the FCA US [Brampton Assembly Plant](#) here in Canada, bringing a sense of nostalgia and powerful bursts of high-impact paint colour to highways and dragstrips across the country.

Now, new for spring 2016 and shown for the first time this past weekend at the 11th annual Spring Festival in Irvine, Calif., Dodge is expanding its colour palette with a new, modernized version of Go Mango exterior paint on 2016 Dodge Challenger and Charger SRT models. Dealers can begin ordering Go Mango immediately.

Go Mango was first introduced by Dodge on the iconic 1970 Challenger. Following a limited production run in 2006 on specific Charger R/T Daytona models, and more recently featured on the 2016 Dodge Dart, the next generation of the legendary and limited-edition exterior hue combines orange and red tones into a high-impact colour that showcases the legendary Dodge performance attitude.

"Powerful performance cars like our Dodge Charger and Challenger demand high-impact colours," said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Dodge muscle cars have a long history of unique paint colours with iconic names, and we'll continue to reach back into our paint code archive to give our enthusiast customers what they want."

Go Mango is now available exclusively on the following 2016 Dodge Challenger and Charger models:

- Challenger SRT 392 and SRT Hellcat – dealers orders open immediately
- Charger SRT 392 and SRT Hellcat – dealers orders open immediately

About the 2016 Dodge Challenger

The Dodge and SRT brands offer the most complete lineup of muscle cars in the market, including the 2016 Dodge Challenger SXT with its standard powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 305 horsepower and an estimated 7.8 L/100 km on the highway; the 2016 Dodge Challenger R/T with the high-torque 5.7-litre HEMI® paired with the TorqueFlite eight-speed or six-speed manual transmission; and the 6.4-litre HEMI Challenger R/T Scat Pack that delivers 485 horsepower and 475 lb.-ft. of torque with the TorqueFlite eight-speed or six-speed manual. The 2016 Dodge Challenger SRT 392 adds six-piston Brembo® front brakes, adaptive damping suspension and SRT Drive Modes to the same 6.4-litre naturally aspirated HEMI powerplant, while the Challenger SRT Hellcat with its 707-horsepower supercharged 6.2-litre HEMI V-8 engine is the most powerful and fastest muscle car ever.

About the 2016 Dodge Charger

As the most successful four-door fastback-styled muscle car on the market, the aggressively styled 2016 Dodge Charger remains in a class of its own, delivering performance, technology and refinement thanks to its TorqueFlite eight-speed automatic transmission that is standard on every model – from the SE to the SXT, R/T, R/T Road &

Track, R/T Scat Pack, SRT 392 and the SRT Hellcat. The 2016 Charger also offers a full range of fuel-efficient and powerful engine options, including the award-winning 3.6-litre V-6 Pentastar engine, which delivers up to 7.7 L/100 km on SE and SXT models; the legendary 370-horsepower 5.7-litre HEMI® V-8 on the R/T; the 6.4-litre HEMI V-8, which punches out a best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque in the SRT 392 and R/T Scat Pack models and the 6.2-litre supercharged HEMI Hellcat V-8 engine. The Charger SRT Hellcat delivers ultimate performance with 707 horsepower, 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 street tires, making it the quickest, fastest and most powerful sedan in the world.

About Dodge Brand

The Dodge brand is America's mainstream performance brand. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the "mainstream performance" brand and SRT is positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2016 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2016 model year, customers will be able to drive the new 2016 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and Charger SRT Hellcat. The Dodge brand lineup also includes the Dodge Dart, Durango, Grand Caravan and Journey, including the Crossroad model, and its flagship, the Dodge Viper.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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