

Contact: Dan Reid  
Kristin Starnes

## **Dodge Debuts Heritage-inspired 2017 Color Names, Releases New Enthusiast-demanded Paint Hues for 2017**

- Names of Dodge brand's new 2017 exterior colors are derived directly from the brand's colorful muscle-car era heritage
- New limited-production hues for 2017 include Green Go and Yellow Jacket
- 2017 Challenger, Charger, Viper, Durango, Journey and Grand Caravan models will be available at Dodge dealerships this fall

September 8, 2016, Auburn Hills, Mich. - Adding even more excitement to the Dodge brand's rich muscle-car legacy and its most powerful lineup ever, America's mainstream performance car brand is pulling from its rich history for its new 2017 exterior color lineup with a pallet of paint names derived directly from the brand's colorful heritage. For the most hardcore Dodge fans and enthusiasts, Green Go and Yellow Jacket join the legacy of the brand's limited-production hues such as Plum Crazy, Sublime and Go Mango.

"Our heritage-inspired paint names highlight how the Dodge brand attitude permeates through everything we do, even a simple detail like a color name," said Tim Kuniskis, Head of Passenger Car Brands, Dodge, SRT, Chrysler and Fiat – FCA North America. "For Dodge, the heritage-inspired names are more than just catchy ways to callout our paint – these names resonate with our customers, speaking to their personality, their car passion and their love of their Dodge."

### **Nearly a half-century of bold names for bold rides**

Like the Top Banana, HEMI Orange and Panther Pink exterior colors originating from Dodge during the muscle-car era, the brand is digging deep once again to revive its bold paint naming strategy for 2017 and further building on its lexicon within automotive enthusiasts.

Arriving to Dodge dealerships this fall, the 2017 Dodge Challenger, Charger, Viper, Durango, Journey and Grand Caravan will offer an array of colors that include:

- Redline 2K
- Blu By You
- Stout Brown
- White Knuckle
- Redline 3K
- Maximum Steel Metallic
- Bomber Brown
- Vice White
- Octane Red
- Yellow Jacket
- Granite
- White Noise
- TorRed
- Olive Green
- Billet
- Blood Orange
- Green Go
- Black Onyx

- Go Mango
- Destroyer Gray
- DB Black
- Contusion Blue
- Bruiser Gray
- Pitch Black

### **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](http://www.stellantis.com).

### **Follow Dodge//SRT and company news and video on:**

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

Direct Connection: [www.DCPerformance.com](http://www.DCPerformance.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge)

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) and [@StellantisNA](http://www.twitter.com/StellantisNA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge), <https://www.youtube.com/StellantisNA>

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>