

Dodge Continues to Build Momentum with Introduction of All-new 2009 Dodge Challenger

A Dodge Challenger for Everyone

March 18, 2008, New York - With global sales of 1.3 million vehicles in 2007, Dodge is Chrysler LLC's best-selling brand. Momentum for the brand continues this year as eight new Dodge vehicles gain traction in the marketplace, including Dodge Grand Caravan, Caliber SRT4®, Journey, Durango Hybrid, Dakota, Viper, Ram and the 2009 Dodge Challenger.

"The Dodge barrage continues as each of these eight new vehicles hit the market," said Mike Accavitti – Director, Dodge Brand and SRT Global Marketing, Chrysler LLC. "Our Dodge Grand Caravan is the bread and butter for the brand, our Ram is the meat and potatoes and the Dodge Challenger is the sweet dessert. The all-new 2009 Dodge Challenger is built to be the best balanced sports car on the road, combining performance, design and technology like no other."

Segment Demographics

The all-new 2009 Dodge Challenger competes in the Standard Specialty Segment, which is comprised of coupes and convertibles. Traditionally, segment buyers are evenly split between males and females with more than 70 percent living without children at home.

Analysis shows coupe buyers, like all new buyers, seek quality; however, they also tend to pay closer attention to styling, image and driving attributes. These buyers generally fall into two main groups and Dodge Challenger characteristics should have equal appeal to both with its unique design, outstanding performance and 21st century technology.

One group is comprised of "Gen Xer's" looking for a vehicle that is affordable, but stands out in a crowd. They want a vehicle that makes heads turn and is fun to drive.

Another group is made up of "Baby Boomers" with the financial freedom and income to spend on fulfilling discretionary vehicle purchases; however, outstanding performance and modern features are also important.

2009 Dodge Challenger Lineup

Dodge will offer three Dodge Challenger models: Dodge Challenger SRT8, Dodge Challenger R/T and Dodge Challenger SE. A special-edition Dodge Challenger Classic R/T will be available later in the 2009 model year.

"With three models from which to choose, we're making Dodge Challenger accessible to everyone," said Accavitti. "From the maximum performance of the Dodge Challenger SRT8 to the cutting-edge technology available on Dodge Challenger SE, the all-new 2009 Dodge Challenger offers a full menu of options for every customer."

Dodge Challenger SRT8

Infused with Street and Racing Technology (SRT) DNA, the 2009 Dodge Challenger SRT8 provides exactly what performance enthusiasts want in their modern interpretation of American muscle: standout powertrain, world-class ride and handling, benchmark braking, functional and aggressive-looking exterior and a race-inspired interior.

The SRT-developed 6.1-liter HEMI® V-8 engine on the Dodge Challenger SRT8 generates a blistering 425 horsepower (317 kW) and 420 lb.-ft. of torque (569 N•m) with two available transmissions — a new-for-2009 Tremec TR-6060 manual transmission or a five-speed automatic with Auto Stick. The six-speed manual transmission includes "Track Pak" Hill Start Assist (HSA), anti-spin rear axle, bright pedal covers, performance steering and an Electronic Stability Program (ESP) full-off switch.

The 2009 Dodge Challenger SRT8 also features new-for-2009 limited-slip differential, SRT-exclusive 20-inch fully forged aluminum wheels, black hood stripe, a race-inspired interior including exclusive SRT8 seats with added bolstering, a classic, pistol-grip shifter (manual transmission) and a reconfigurable display with performance pages delivering readouts of 0–60 mph, 0–100 mph, 1/8 and 1/4 mile times, g-forces and 0–60 mph braking distance.

Dodge Challenger R/T

With the right mix of hardware and technology, the Dodge Challenger R/T is the most balanced sports car on the road. Featuring the new-generation, 370-horsepower (276 kW), 5.7-liter HEMI V-8 engine with a five-speed automatic transmission with Auto Stick or a precision-shift, six-speed manual transmission with a "pistol-grip" shifter, the all-new 2009 Dodge Challenger R/T delivers tire-smoking performance. The automatic transmission features fuel-saving multi-displacement (MDS) technology, which increases fuel economy by as much as 20 percent depending on driving conditions without sacrificing vehicle performance. The six-speed manual transmission includes "Track Pak" Hill Start Assist (HSA), anti-spin rear axle, bright pedal covers, performance steering and an ESP full-off switch.

Standard 18-inch machined aluminum wheels, dual exhaust with rectangular tips, rear body spoiler, standard anti-lock brakes, ESP, traction control, brake assist, vented brakes, fog lamps, leather-wrapped steering wheel and shifter knob and eight-way power driver seat provide exceptional driving experience and comfort.

Available Dodge Challenger R/T features include Remote Start, Keyless Go push-button start and heated leather seats.

For Dodge customers yearning for a modern Dodge Challenger dripping with even more heritage, there is the special-edition Dodge Challenger Classic R/T (late availability). In addition to everything the Dodge Challenger R/T offers, the Classic R/T comes in B5 Blue with black wide side stripes, inspired by the original. The Classic R/T will also feature unique script-style badging harkening back to the 1970s' models and exclusive 20-inch heritage five-spoke aluminum wheels.

Dodge Challenger SE

The 2009 Dodge Challenger SE will make heads turn with dynamic styling and delight those looking for fun and freedom behind the wheel. The Dodge Challenger SE comes equipped with a 3.5-liter, 250-horsepower (186 kW) V-6 engine and a four-speed automatic transmission, 17-inch tires and steel wheels with bolt-on covers and a suspension package that provides athletic and nimble steering and handling attributes.

Also included as standard equipment are side-curtain air bags, an AM/FM/CD radio with four speakers and MP3 capability, air conditioning, 60/40 split-folding rear bench with arm rests and two cup holders, manual driver/passenger adjustable lumbar support, 12-volt auxiliary power outlet located in the center console, automatic speed control, rear-window defroster, fold-away power mirrors, power locks and windows, manual-tilt and telescoping steering column, remote keyless entry and tire pressure monitoring warning lamp.

Colors

The all-new 2009 Dodge Challenger will be offered in nine vibrant colors, including Brilliant Black, Bright Silver, TorRed, Inferno Red, Deep Water Blue, Titanium, Stone White, HEMI Orange (R/T only) and B5 Blue (late availability SRT8 and R/T only). Black hood stripes are standard on the Dodge Challenger SRT8. The Dodge Challenger R/T features an optional hood-to-fender side stripe. Dark Slate Gray leather seats with exclusive SRT trim are standard on Dodge Challenger SRT8. Dark Slate Gray cloth seats are standard on Dodge Challenger R/T and SE.

Availability

The 2009 Dodge Challenger SE, R/T and SRT8 models will be available in North America in the fall of 2008. The Dodge Challenger Classic R/T will be available late in the 2009 model year.

Dodge Brand

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market. The Dodge brand's first crossover vehicle — the all-new 2009 Dodge Journey — is available in the first quarter of 2008 and will be available outside North America in both left- and right-hand drive in mid-2008. Arriving this spring is the limited-edition 2008 Dodge Challenger SRT8 with a 6.1-liter HEMI V-8 engine that boasts 425 horsepower and 420 lb.-ft. of torque. The all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship will arrive this fall. Also arriving this fall is the 2009 Dodge Durango Hybrid. Recently, the all-new 2008 Dodge Grand Caravan arrived in dealerships with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. In 2007, Dodge Avenger and Nitro entered key volume segments outside North America, joining the Dodge Caliber, which launched in those markets in 2006.

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