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Statement on New Logo for Dodge:

May 26, 2010, Auburn Hills, Mich. - As the Dodge brand redefines itself with new lifestyle packages, new ads, events and sponsorships, and a slew of upcoming new products, it's using its brand name to send a clear message that its "forever young" attitude and performance-driven history will drive the brand into the future.

The new Dodge brand logo features the DODGE name with a pair of red racing stripes relative to the "E," suggesting speed and agility. Dodge designers sketched the new logo after Dodge and Ram Truck were clearly defined as separate brands with their own identities and consumers, each needing a logo that represents the character of the brand.

The twin red graphic stripes will be used in communications, advertising, internet and merchandising. They will not appear on Dodge products or on the dealership signage.

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