

Contact: Kristin Starnes

Dan Reid

2011 Dodge Challengers Are Becoming Even More the Envy of the Muscle Car Market

Green with Envy Launches on Challenger R/T Classic and SRT8® 392 Models

February 8, 2011, Chicago -

The expanding muscle car market is going to be "Green With Envy" as the Dodge brand today announced a first-time, limited production run of the 2011 Dodge Challenger R/T Classic and SRT8® 392 models featuring Green With Envy exterior color.

Both Dodge Challenger models are improved for 2011 and deliver more of what American muscle-car enthusiasts want - unmistakable design, powerful HEMI® V-8 engines with new technologies and world-class handling and braking. Executed with quality and precision, the two new Challenger Green With Envy models provide an extra dose of exclusivity.

"We're using Green With Envy on the new 2011 Dodge Challengers to pay tribute to some of the coolest paint colors from our past, including the "Sublime" and "Green Go" Dodge Challengers from the 1970's and more recently, the "Snakeskin Green" Vipers from 2008-2010," said Ralph Gilles, President and CEO, Dodge Brand and Senior Vice President, Product Design - Chrysler Group LLC. "Not only will this exclusive heritage color remain unique to the Dodge brand, it adds another fresh and exciting element to our modern American muscle coupe."

Production of the 2011 Green With Envy Challenger models will start in February 2011 at the Brampton Assembly plant in Brampton, Ontario, Canada. Challenger SRT8 Green With Envy models are available for ordering now at Dodge dealerships, while orders for the Challenger R/T Classic models will begin in late first quarter, 2011.

2011 DODGE CHALLENGER R/T CLASSIC

Upgraded for the performance enthusiast, the new 2011 Dodge Challenger R/T Classic includes a new performance-tuned suspension with rail-like handling, more power from the 5.7-liter HEMI V-8 and more standard equipment.

The limited edition Green With Envy model features two A-line body-side stripes - either in matte black (standard) or white (optional). New five-spoke, cast-aluminum wheels are styled in the spirit of nostalgic Halibrand or "Kidney Bean" style with a modern interpretation. On the interior, the premium Dark Slate Nappa leather seats and center console feature Green With Envy accent stitching.

The legendary 5.7-liter HEMI V-8 engine adds a new cold-air induction system for 375 track-tearing horsepower (with standard Tremec six-speed manual transmission) and 372 horsepower (with optional five-speed Auto Stick transmission). Fuel Saver technology on the automatic transmission seamlessly transitions to high-fuel-economy four-cylinder mode when less power is needed and V-8 mode when more power is in demand. This optimizes fuel economy when full V-8 power is not required, without sacrificing vehicle performance or capability.

The EPA fuel economy, miles per gallon rating is 16/25 (city/hwy) for both the automatic transmission and manual transmission models.

Other standard equipment on the new 2011 Dodge Challenger R/T Classic package includes "Challenger" fender badges in classic script, classic "egg-crate grille" with heritage "R/T" badge, functional hood scoops, high-intensity discharge headlamps (HID), heated front seats and six Boston Acoustics premium speakers with 276-watt amplifier. The standard Super Track Pak Group adds a high-performance steering gear, high-performance brake linings, high-performance tuned monotube-shock absorbers, P245/45R20 Goodyear Eagle F1 Super Car three-season tires and three-mode ESC with "full off."

The Manufacturer's Suggested Retail Price (MSRP) for the 2011 Dodge Challenger R/T Classic Green With Envy, is \$ 35,785 (includes \$825 destination).

2011 DODGE CHALLENGER SRT8

This new and exclusive Green With Envy paint scheme joins the return of the legendary 392-cubic inch HEMI powertrain under the hood in the 2011 Dodge Challenger SRT8 392.

In addition to the unique exterior, dual, full-body black stripes and 20-inch, five-spoke SRT-exclusive wheels with polished face and satin black painted pockets are standard. The race-inspired interior of the Challenger SRT8 392 features standard SRT-branded seats in Dark Slate Nappa Leather with Green With Envy accent bands in front and rear.

Pumping out 470 horsepower and 470 lb.-ft. of torque, the newest HEMI engine in the SRT product lineup provides an additional 90 lb.-ft. of torque at 2,900 rpm compared with the previous 6.1-liter V-8 engine.

The added torque allows for inspired standing starts and improved straight-line performance while new, performance-tuned motor mounts improve idle stability and ride control at any speed. An active intake manifold and high-lift camshaft with cam phasing provides maximum low-end torque while optimizing high-end power.

New for 2011 is the Fuel Saver technology (four-cylinder mode) in automatic transmission equipped models, which allows the engine to operate economically on four cylinders or use all eight cylinders when needed.

The 2011 Dodge Challenger SRT8 gets 14/22 (city/hwy) miles per gallon (mpg) with the automatic transmission model (a 15 percent increase on highway versus 2010 model) and 14/23 mpg with the manual-transmission (a 4 percent increase on highway versus 2010).

The MSRP for the 2011 Dodge Challenger SRT8 392 featuring Green With Envy is \$44,875 (includes \$825 destination).

The 2011 Dodge Challenger SRT8 is also now available in four additional exterior colors, including Billett Metallic Clear Coat, Brilliant Black Crystal Pearl Coat, Redline 3 Pearl Coat and Toxic Orange Pearl Coat.

ABOUT DODGE

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Grand Caravan, Journey, Avenger and Challenger, and the Dodge Caliber and Dodge Nitro.

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