

Contact: Amy Grundman

Kristin Starnes

Dodge Hits the Mark With the All-new 2013 Dodge Dart Compact Car

Dodge Dart Blends Alfa Romeo DNA and Dodge's Passion for Performance, Resulting in a Groundbreaking Car with the Ultimate Blend of Power, Fuel Economy, Handling and Style

- The Dodge brand is back in the U.S. compact sedan segment – in a big way – as the all-new 2013 Dodge Dart will make its world debut at the 2012 North American International Auto Show in Detroit, Mich., on Jan. 9, 2012
- Built on a world-class architecture, Dodge Dart offers three technologically advanced, fuel-efficient and powerful engines, including the 1.4L MultiAir® Turbo
- Dodge delivers exceptional craftsmanship with class-leading technology and style

December 6, 2011, Auburn Hills, Mich. - Dodge redefines performance in the compact car segment with an all-new, state-of-the-art four-door sedan delivering class-leading aerodynamics – the 2013 Dodge Dart.

With Alfa Romeo DNA and Dodge's passion for performance at its core, the all-new 2013 Dodge Dart is a thoroughly modern vehicle that's fuel-efficient, beautifully designed and crafted, agile and brings fun back to driving in the segment.

Similar to the Dodge Dart of the late 1960s, the 2013 Dart offers a special blend of style, performance and innovation. The Dodge brand leveraged its nearly 100-year history of passion for building high-quality, innovative vehicles that stand apart in performance and style, as well as from its partner Fiat's global compact car expertise, to develop the all-new Dodge Dart.

ALFA ROMEO DNA

The all-new Dart is the first Chrysler Group vehicle based upon a Fiat architecture – adapted from the award-winning Alfa Romeo Giulietta. The Giulietta is renowned for satisfying the most demanding customers in terms of road-holding, agility and safety, with exceptional driving dynamics. The Dart leverages all of these attributes within a lengthened and widened platform delivering segment-leading levels of interior roominess.

The all-new Compact U.S. Wide (CUSW) architecture underpinning the Dart is a state-of-the-art architecture with an industry-leading 68 percent of the body composed of high-strength steel, resulting in a very strong and rigid structure. Combined with responsive steering, four-wheel independent suspension, and available 18-inch wheels, the Dart brings fun back to driving in the compact car segment.

UNMISTAKABLE STYLE

The all-new 2013 Dart marks the Dodge brand's re-entry into the compact sedan segment, hitting the bulls-eye with a modern, unmistakable Dodge design that builds upon its performance heritage while evoking emotion, efficiency and fluidity of movement.

Eye-catching exterior proportions are set off from every angle by dynamic lines and curves, along with advanced technology, to deliver class-leading aerodynamic performance. The personality-packed front view is instantly recognizable as an all-new Dodge with its tailored split-crosshair grille, projector headlamps and fog lamps and accentuated fenders. Signature Dodge full-width LED 'racetrack' tail lamps and class-exclusive integrated dual exhaust – both inspired by Dodge Charger – accentuate the athletic and muscular stance of this dynamic and passionate new design.

THREE SOPHISTICATED, FUEL-EFFICIENT & POWERFUL ENGINES

The 2013 Dodge Dart will be powered by three fuel-efficient, powerful, state-of-the-art four-cylinder engines that add to Dart's fun-to-drive quotient.

Drivers can select from a new Tigershark 16-valve 2.0-liter engine, a 16-valve 1.4-liter MultiAir Intercooled Turbo engine, and a new Tigershark 16-valve 2.4-liter MultiAir four cylinder engine. These three engines, combined with three transmission choices, combine to redefine performance by providing the most diverse powertrain lineup in its class.

MultiAir technology delivers optimum combustion at any speed under all driving conditions by allowing direct and dynamic control of air intake and combustion. The result is up to a 15 percent increase in low engine rpm torque, a 7.5 percent improvement in fuel efficiency and a 10 percent reduction in CO2 emissions.

THE ALL-NEW DART – BUILT IN AMERICA

The all-new Dodge Dart will be made in America at Chrysler Group's Belvidere Assembly Plant in Belvidere, Ill. The Company is in the process of investing \$600 million dollars to support the production of future products, including the 2013 Dodge Dart. The investment includes the construction of a 638,000-square-foot body shop, as well as the installation of new machinery, tooling and material handling equipment. Work on the expansion began in the summer of 2010 and will be completed this year.

The all-new Dodge Dart has been engineered with great levels of refinement, craftsmanship and engaging driving dynamics. Consumers can follow www.Dodge.com/Dart for additional photos and more information about the all-new 2013 Dodge Dart.

About Dodge Brand

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

-###-

Additional information and news from FCA US LLC are available at: <http://media.fcanorthamerica.com>