

## **Dodge Breaks New Ground with All-new 2013 Dodge Dart**

New Dodge Dart is a No Compromise, High-style Solution to the U.S. Compact Sedan Segment

- After a 7-year absence, the Dodge brand returns to the U.S. compact sedan segment with the all-new 2013 Dodge Dart – the first Chrysler Group vehicle based upon a Fiat architecture – adapted from the award-winning Alfa Romeo Giulietta
- U.S. compact car segment comprises 15 percent of the U.S. new car market
- At 160-plus horsepower, the 2013 Dodge Dart delivers the ultimate blend of power, fuel efficiency, fun-to-drive, interior roominess, style and overall sophistication at a tremendous value
- Dodge Dart offers an excellent entry point to the Dodge brand's strong portfolio of high-performing vehicles that offer a tremendous value

April 27, 2012, Auburn Hills, Mich. - The Dodge brand is breaking new ground with its all-new 2013 Dodge Dart in more ways than one. In addition to being the first Chrysler Group vehicle based upon a Fiat architecture, adapted from the award-winning Alfa Romeo Giulietta, the Dart also is the Dodge brand's first entry into the U.S compact sedan segment in 7 years.

"We're extremely excited about the all-new Dodge Dart," said Reid Bigland, President and CEO – Dodge Brand. "It's been engineered with great levels of refinement and craftsmanship, engaging dynamics, and a style both outside and in that truly sets it apart from the compact car crowd, which has historically been synonymous with bland. Not anymore."

The Dodge brand pulled from 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 alliance partner Fiat's wealth of knowledge in the global compact car segment, to develop the all-new Dodge Dart.

### **Taking aim at the competition**

With nearly 1.2 million compact car registrations in the 2011 calendar year, the compact car segment is the largest retail segment in the United States. It represents more than 15 percent of the U.S. new car sales and close to 25 percent of new car sales in Canada. And it's continuing to grow. Sales in 2011 were up 16 percent from 2010 levels, compared with a total industry that was up 11 percent.

"The compact sedan segment in the United States is the second-fastest growing segment in the industry, so we've been playing with one arm tied behind our back," Bigland added. "When the new Dart hits the streets, we'll finally be back in the game, playing with 100 percent of the new-vehicle sales market."

### **New entry point to the brand**

Rated at 160-plus horsepower, the 2013 Dodge Dart is an exciting entry point to the Dodge brand and builds on the brand's momentum of recently introducing six all-new or significantly redesigned products. The new Dart also solidifies the brand message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations.

From compact cars to minivans to SUVs and crossovers, Dodge has one of the youngest dealer showrooms in the industry. The Dodge Dart joins the Durango, Grand Caravan, Journey, Charger, Challenger and Avenger to complete the brand lineup.

### **DODGE DURANGO: Best-in-class power, towing and driving range**

With its four-wheel independent suspension, near 50:50 weight distribution, and responsive steering and handling, Durango has driving dynamics unlike what you typically find in a sport-utility vehicle (SUV). No other SUV on the road compares with the all-new Dodge Durango's distinctive bold Dodge design that craftily houses a spacious three-row, seven-passenger functional, flexible and premium interior, covered in soft-touch materials. Durango features more than 30 storage areas, 28 seating configurations and a rear cargo area of nearly 85 cubic feet that fits a 6-foot couch with room for a coffee table or a 10-foot ladder with the front passenger seat folded flat. New for 2012, the Durango also features second-row captain's chairs with an available center console and innovative charging and storage outlets. The 2012 Dodge Durango also is an Insurance Institute for Highway Safety (IIHS) Top Safety Pick.

Durango also delivers the perfect blend of power and fuel efficiency. Its award-winning 3.6-liter Pentastar V-6 engine delivers a best-in-class 290 horsepower along with a best-in-class driving range of more than 550 miles on one tank of fuel – that means Durango owners could drive all the way from Chicago to Nashville; San Diego to San Francisco; or New York City to Boston and back again without needing to stop for fuel. The available HEMI® V-8 engine with Fuel Saver multi-displacement technology delivers a best-in-class 360 horsepower and 390 lb.-ft. of torque. Both engines deliver best-in-class V-6 and V-8 towing with standard Trailer-sway Control on all models (V-8 – up to 7,400 lbs. and V-6 – 6,200 lbs.). Durango also features more than 45 safety and security features. The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for 2012 is \$28,995 (all prices exclude destination).

### **DODGE CHARGER: 292-horsepower Pentastar V-6 with up to 31 mpg highway in an iconic Dodge design**

The Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interior, the reassurance of an IIHS Top Safety Pick and full-size spaciousness with the fuel efficiency of a mid-size car.

All-new for 2012 is a ZF eight-speed automatic transmission paired with the award-winning Pentastar V-6 engine, which delivers an impressive 292 horsepower and a best-in-class 31 miles per gallon (mpg) on the highway. In fact, that fuel economy not only surpasses any full-size V-6 sedan but any mid-size V-6 sedan, while offering all of the driving dynamics and distinctive style for which Charger is renowned. The new eight-speed transmission delivers an estimated 15 percent increase in fuel economy and 10 percent improvement in acceleration. Also new for 2012 are paddle shifters, available with the V-6 and V-8.

The Charger's available legendary 5.7-liter HEMI® V-8 with four-cylinder mode Fuel Saver Technology and variable-valve timing delivers best-in-class power with 370 horsepower and 395 lb.-ft. of torque and a starting price thousands of dollars less than the competition. The 2012 Charger R/T is positioned as the most affordable V-8 sedan in America, with a starting U.S. MSRP of only \$29,995. Charger's all-wheel-drive system is the most advanced in its class, with a segment-exclusive active transfer case with front-axle disconnect to maximize fuel economy of up to 27 mpg highway while delivering outstanding performance and handling inherent to a rear-wheel drive car. With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, award-winning interior craftsmanship and refinement and state-of-the-art connectivity features with available Uconnect® Touch 8.4-inch touchscreen media center, the new Dodge Charger proudly delivers premium, world-class sedan precision at an incredible value, starting at a U.S. MSRP of only \$25,495.

### **DODGE JOURNEY: Most affordable and versatile mid-size crossover in America**

Available seven-passenger seating. Available AWD

The Dodge Journey gets a new simplified model lineup for 2012 and adds an American Value Package with a starting U.S. MSRP of \$18,995, which makes it the most affordable mid-size crossover in America and the most affordable seven-passenger vehicle in America with a starting U.S. MSRP of \$19,990.

Dodge's "Swiss Army Knife" of crossovers is the only crossover in America to offer the choice of a four-cylinder or V-6 engine, five- or seven-passenger seating and front- or all-wheel-drive. With more than 40 safety and security features, the Journey has been an IIHS Top Safety Pick for four consecutive years.

Journey was completely overhauled in 2011 with a redesigned and retuned suspension, a new V-6 engine that delivers 283 horsepower – a boost of 48 horsepower and 1 mpg compared with the V-6 engine it replaced – a gorgeous new interior with premium, soft-touch materials throughout and an enhanced exterior design. Journey also features the latest and greatest in vehicle connectivity and customization with the UConnect Touch 8.4 radio, which features an 8.4-inch touchscreen. Owners will feel like they have the world at their fingertips with the Journey's

available touchscreen command center. Journey also offers best-in-class storage space, with fold-flat seats, second-row in-floor storage and front-passenger in-seat storage.

**DODGE GRAND CARAVAN: America's best-selling and most awarded minivan ever is now the most affordable – with a starting U.S. MSRP of \$20,995**

New for 2012, Dodge is offering a new American Value Package on the Grand Caravan, which gives the best-selling minivan ever the lowest starting U.S. MSRP of \$20,995. The Dodge Grand Caravan also continues to lead the segment it created with its industry-exclusive Super Stow 'n Go® seating and storage system with new easy one-touch operation and more comfortable seats. With this Stow 'n Go seating system, the second row in the Dodge Grand Caravan can be effortlessly stowed in less than 5 seconds with just one hand. And when not stowed, only Dodge Grand Caravan allows secure storage in the second row in-floor bins. Also standard on all Grand Caravan models is the 50/50 split-folding third row Stow 'n Go seating system. Only Grand Caravan can so effortlessly be transformed from hauling seven passengers to hauling cargo in a matter of seconds. The 2012 Dodge Grand Caravan features a premium interior with soft-touch materials, bright accents, thoughtful touches throughout, as well as a fully integrated segment-exclusive Super Console with storage accessible to both first- and second-row occupants. To build on its class-leading capability, the 2012 Grand Caravan features the award-winning, 3.6-liter Pentastar V-6 mated to a six-speed automatic transmission, which combined delivers best-in-class 283 horsepower (an increase of 108 horsepower compared with the standard engine it replaced) and 25 mpg highway (an increase of 1 mpg compared with the standard engine it replaced). The 2012 Dodge Grand Caravan is an IIHS Top Safety Pick.

**DODGE AVENGER: Most affordable, powerful and fuel-efficient V-6 in its class – with a starting U.S. MSRP of \$18,995**

America's most affordable mid-size sedan also is the most powerful mid-size sedan in the segment. Equipped with the award-winning 3.6-liter Pentastar V-6 engine mated to a six-speed automatic transmission, the 2012 Dodge Avenger boasts best-in-class 283 horsepower (an increase of 48 horsepower compared with the engine it replaced) and impressive V-6 fuel economy of 29 mpg on the highway. With the standard recalibrated 2.4-liter 16-valve four-cylinder World Engine, Avenger offers up to 31 mpg on the highway. This 2012 IIHS Top Safety Pick also features an all-new interior with premium soft-touch surfaces and a significantly upgraded suspension to give drivers agile, confident, handling performance in all driving situations, whether it's a spirited adventure on twisty roads or an emergency maneuver.

**DODGE CHALLENGER: Ultimate blend of iconic muscle car styling and performance**

The 2012 Dodge Challenger delivers more of what enthusiasts want — a more powerful and efficient engine lineup, maximum grip with a performance suspension design and athletic styling — all executed with quality and precision. It's unlike any other car in the way that it allows customers to customize their classic American muscle car. The 2012 Dodge Challenger combines world-class ride, refinement and braking performance with more power and new track-tuned suspensions to deliver a thrilling driving experience. With its award-winning 3.6-liter Pentastar V-6 engine producing 305 horsepower — 55 more horsepower than the engine it replaced — the 2012 Dodge Challenger SXT is the most powerful, refined and technologically advanced entry-level Challenger ever. And to top it off, it gets 27 mpg on the highway and comfortably seats five. Challenger R/T takes things to all-new heights with a 375 horsepower 5.7-liter HEMI V-8 with six-speed manual or five-speed automatic and available paddle shifters.

**DODGE CHARGER SRT8®: Intelligent performance features and more power**

The Dodge Charger SRT8® makes a return to the performance car market in 2012 bringing intelligent performance features and more power to the brand's iconic four-door fastback coupe. All-new for 2012, the Charger SRT8 offers a 470 horsepower 6.4-liter HEMI V-8 that features 45 more horsepower and 50 more lb.-ft. of torque across a significantly wider rpm range, new exhaust system technology for improved fuel efficiency, along with new paddle shift technology and adaptive damping suspension for optimal driver control. Performance numbers for the 2012 Dodge Charger SRT8 include 0-60 mph acceleration in the high 4-second range; quarter mile in the high 12-second range; 0-100-0 mph in less than 16 seconds; top speed of 175 mph and stopping power from 60-0 mph in 120 feet.

**DODGE CHALLENGER SRT8 392: The ultimate modern American rear-wheel-drive muscle coupe**

For 2012, the Dodge Challenger SRT8 392 adds even more high-tech performance features to solidify its place as the brand's ultimate modern American rear-wheel-drive muscle coupe. This 470 horsepower machine promises a balanced performance approach with outstanding straight-line acceleration, world-class ride and handling, high-performance braking and the most up-to-date technologies that deliver more driver excitement and control. And it still

gets up to 23 mpg on the highway.

The 2012 Dodge Challenger SRT8 392 accelerates from 0-60 mph in the high 4-second range; runs the quarter mile in mid-12-second range with the automatic transmission (high 12-second range with the manual); goes from 0-100-0 mph in the low 15s, reaches a top speed of 182 mph with the manual transmission (175 mph with the automatic) and stops from 60-0 mph in just 117 feet.

Brand fans and owners can get involved with the brand by going to [www.dodge.com](http://www.dodge.com) and to the Dodge brand's blog at [www.redlinedodge.com](http://www.redlinedodge.com).

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