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Chrysler Canada Introduces the All-new 2013 Dodge Dart

- The Dodge brand is back in the compact sedan business with the all-new 2013 Dodge Dart.
- With up to 184 available horsepower, the 2013 Dodge Dart delivers the ultimate blend of power, fuel efficiency, fun-to-drive spirit, interior roominess, style and overall sophistication at a tremendous value.
- Starting price of \$15,995 in Canada.
- Dodge Dart is the first Chrysler Group vehicle based upon a Fiat architecture – adapted from the award-winning Alfa Romeo Giulietta.
- Compact car segment in Canada accounts for 21 per cent of new vehicle sales.
- Canadian premiere of the 2013 Mopar® Dodge Dart GTS Turbo .
- Mopar to offer more than 150 accessories for the Dodge Dart.

February 15, 2012, Toronto, Ont. - The Dodge brand is breaking new ground with the all-new 2013 Dodge Dart, revealed for the first time in Canada at the Canadian International Auto Show in Toronto. It is the company's first entry into the compact sedan segment in seven years. With a starting price of \$15,995, it is sure to hit the sweet spot of Canadian consumers.

"We're extremely excited about the all-new Dodge Dart," said Reid Bigland, President and CEO of Chrysler Canada and Dodge Brand. "This vehicle offers features and content that have never before existed in a compact car. With the 2013 Dodge Dart, consumers no longer have to compromise safety, technology, customization or comfort when purchasing a compact vehicle."

With over 340,000 compact car registrations in 2011, the segment represents 21 per cent of new vehicle sales in this country.

"The compact car segment in Canada is the largest segment in the industry by a wide margin, so we have essentially become Canada's number one seller of vehicles while playing with one arm tied behind our back," Bigland added. "When the new Dodge Dart hits the streets, we anticipate being a formidable competitor again in Canada's largest vehicle segment."

The new Dodge Dart is a revolutionary car. It has world class architecture infused with Alfa Romeo DNA and the unmistakable presence of a Dodge. With up to 184 horsepower, the 2013 Dodge Dart is a fuel efficient and ecologically smart vehicle that is precision crafted, quick, agile and fun-to-drive. It comes loaded with innovative technology, unsurpassed standard safety features and clever functionality. Its interior space rivals that of a mid-size sedan with the footprint and value of a compact car.

Customization is king, offering over 100,000 ways for consumers to personalize their vehicle. This includes 14 interior colour and trim combinations, 12 exterior colours, 7 wheel choices and 5 model levels – SE, SXT, Rallye, Limited and R/T.

And if that isn't enough, the Mopar® division will offer more than 150 additional accessories for the 2013 Dodge Dart. Shown for the first time in Canada, the 2013 Mopar Dodge Dart GTS Turbo made its debut in Toronto today. The Alfa Romeo-based Dodge Dart already has sporty driving dynamics baked into its DNA, and team Mopar added even more distinction to reinforce the car's fun-to-drive nature.

Stage 1 appearance package

The exterior of the Mopar Dodge Dart GTS Turbo picks up several matte-black trim pieces, including a front chin spoiler, side sills, carbon fibre roof graphics, rear spoiler and rear-diffuser panel. A lightweight carbon-fibre hood and 18-inch, forged wheels finish off exterior modifications.

Inside, you'll find a combination of black and gloss pearl accents. The interior has been refined beyond the 14 interior colour and trim options available in the all-new 2013 Dodge Dart. Added are: pearl and black Katzkin leather seat fronts, pearl and black steering wheel with gloss black steering wheel bezels, black chrome 360 handle shifter, gloss pearl cup holder, shifter bezel, a pearl white map door insert and dash vent bezels. Final interior touches include a black suede instrument cluster brow with grey accent stitching, ceramic white floating island bezel and a piano black cluster trim ring and ruby red bezel flap.

Stage 2 performance package

The 2013 Mopar Dodge Dart GTS Turbo improves braking and handling with improved sway bars and a performance brake package with cross drilled rotors. Engine and exhaust performance is improved with an enhanced intake system and a cat-back exhaust package. For additional fun, an improved recirculation valve has been added to reduce turbo lag between shifts.

For more detailed Dodge Dart product information and photography, including: technical specifications, engineering, interior design, exterior design, powertrain, safety, technology and quality, please refer to our media website at www.media.chrysler.com/canada.

About the 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 joining the line-up, alongside Canada's best-selling crossover, Dodge Journey; the iconic, made-in-Canada Dodge Challenger and all-new Dodge Charger paired with the ZF eight-speed transmission; the new Dodge Durango; Dodge Avenger and the country's number-one selling minivan, Dodge Grand Caravan - the Dodge brand now has one of the youngest dealer showrooms in North America.

About the Mopar Brand

Mopar is Chrysler Group LLC's service, parts and customer-care brand and distributes 280,000 parts and accessories. With the creation of the Chrysler Group and Fiat S.p.A. partnership, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Combined with Fiat S.p.A., Mopar's global portfolio includes more than 500,000 parts and accessories which are distributed in more than 120 countries. Mopar is the source for all genuine parts and accessories for Chrysler Group and Fiat S.p.A. brands.

Mopar parts are unique in that they are engineered with the same teams that create factory-authorized vehicle specifications for Chrysler Group and Fiat S.p.A. vehicles — a direct connection that no other aftermarket parts company can provide. A complete list of Mopar accessories and performance parts is available at www.mopar.ca.

75 Years of Mopar

Mopar (a simple contraction of the words MOTO and PARTS) was trademarked for antifreeze in 1937. The Mopar brand made its mark in the 1960s — the muscle-car era. The Chrysler Corporation built race-ready Dodge and Plymouth "package cars" equipped with special high-performance parts. Mopar carried a line of "special parts" for super-stock drag racers and developed its racing parts division called Mopar Performance Parts to enhance speed and handling for both road and racing use.

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