

Contact: Eileen Wunderlich
Stellantis

Amanda Makoujy
Coyne Public Relations
(973) 588-2000 (office)
amakoujy@coynepr.com

New York Resident Wins One-Of-A-Kind 2013 Dodge Dart Customized by International Recording Artist Pitbull

Jack Walters Meets Pitbull and Receives Winning Key to a 2013-Dodge Dart at iHeartRadio Music Festival in Las Vegas

Auburn Hills, Mich., and New York City - The Dodge brand and Clear Channel Media and Entertainment named Jack Walters of Penfield, N.Y., as the grand prize winner of the "Road to Las Vegas" sweepstakes.

Walters and 11 other finalists were each given a trip for two to Las Vegas and two tickets to the Sept. 21 and 22 sold-out iHeartRadio Music Festival, the biggest live music event in radio history, where they vied for a chance to win the one-of-a-kind 2013 Dodge Dart customized by international recording artist Pitbull. The concert concluded the nationwide "Road to Las Vegas" tour which focused on music and the all-new 2013 Dodge Dart compact car. The finalists included:

- John Bantsolas of Fayetteville, N.C.
- Doug Bartin of Irving, Texas
- Shannon Byus of Olathe, Kan.
- Deanna Cantwell of North Port, Fla.
- Robert Conway of Belleville, Mich.
- Taylor Rambo of Florence, Miss.
- Timothy Rillahan of Madison, Ohio
- Sarah Shipley of New York City, N.Y.
- Alunita Timar of Harrison Township, Mich.
- Thomas Wilcox of Boca Raton, Fla.
- Carla Williams of Charlotte, N.C.

The unique 'iHeart Dodge Dart' customized by Pitbull was a collaborative effort by a team of Chrysler Group designers who provided the artist with a variety of options for the interior and exterior and advanced concepts so as to create an aesthetic that communicated the essence of the Pitbull persona. His tailored suit, classic sunglasses and the contrasting pin stripes, which have provided an iconic style associated with the artist and the stage presence he emits, served as inspiration for the final design.

The one-of-a-kind Dodge Dart features a high contrast matte white exterior and black roof, custom liquid graphite 18-inch aluminum wheels, and black and pearl white leather and suede interior, complemented by tasteful metals to evoke a classic yet casual sophistication. While enhancing the personality of Dodge Dart as mighty and sexy and bold, the addition of a hood scoop and rear spoiler add an element of mysterious strength inherent in Pitbull's "other worldly" Planet Pitt tour.

"The all-new Dodge Dart is a vehicle that defines 'new rules' by offering features and benefits never before found in a compact car," said Reid Bigland, President and CEO – Dodge Brand. "The Dodge Dart customized by Pitbull showcases our class-leading style, roominess, and technology, and takes our customization to new heights resulting in a truly one-of-a-kind car."

Throughout the tour, Dodge Dart "road-tripper," street-team bloggers and Clear Channel radio station on-air personalities directed listeners to events taking place across the country – with each test-drive providing a chance to win a VIP trip to the iHeartRadio Music Festival. There were a total of 5,700 entries into the sweepstakes.

“The ‘Road to Las Vegas’ campaign helped to make the 2013 Dodge Dart the automotive conversation of the summer,” said Tim Castelli, President of Sales, Marketing and Partnerships for Clear Channel Media and Entertainment. “This campaign showcased Clear Channel’s strengths: our ability to execute creative, integrated and multiplatform campaigns that connect major brands with consumers and today’s top artists.”

The Dodge brand promoted the summer music events online through iHeartRadio, a free, all-in-one digital service that lets listeners find more than 1,000 live stations or create their own commercial-free custom stations inspired by favorite artists and songs. The summer tour was also promoted across Clear Channel Hot Adult Contemporary (AC), Rhythmic AC, Contemporary Hit Radio (CHR), Rhythmic CHR, Urban stations and Spanish Contemporary stations in the top 50 markets through on-air spots and radio personality interaction and engagement with listeners across the country.

Additional details on “The Road to Las Vegas” summer tour and sweepstakes can be found on the Dodge brand Facebook page, www.facebook.com/Dodge.

About 2013 Dodge Dart

The all-new 2013 Dodge Dart leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design, creating an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization. The Dodge Dart brings features and content never before seen in the compact car segment. With a U.S. manufacturer’s suggested retail price (MSRP) of just \$15,995 (excluding destination), the new Dodge Dart is a thoroughly modern vehicle that’s beautifully designed and crafted with high-quality materials, attention to detail and precision craftsmanship.

With an available fun-to-drive 1.4-liter MultiAir Turbo engine offering up to 41 mpg highway, great ride and handling characteristics compliments of the Alfa Romeo-based chassis, innovative interior style featuring high-quality materials, splashes of color—like Ruby Red and Citrus Peel --and cool technology not found in the segment, like the available class-exclusive 8.4-inch Uconnect Touch Screen and 7-inch thin film transistor (TFT) customizable gauge cluster, as well as class-leading safety features, such as 10 standard air bags, and innovative style including available class-exclusive LED “racetrack” taillamps and integrated dual exhaust, the 2013 Dodge Dart sets a new standard in the compact car segment.

Learn more about the all-new Dart at www.Dodge.com or www.facebook.com/Dodge.

About Clear Channel Media and Entertainment

With 239 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 cities through 850 owned radio stations. The company’s radio stations and content can be heard on AM/FM stations, HD digital radio channels, Sirius/XM satellite, on the Internet at iHeartRadio.com and on the company’s radio station websites, on the iHeartRadio mobile application on iPads and smartphones, and used via navigation systems from TomTom, Garmin and others.

The company’s operations include radio broadcasting, online and mobile services and products, live concerts and events, syndication, music research services and independent media representation. Clear Channel Media and Entertainment is a division of CC Media Holdings, Inc. (OTCBB: CCMO), a leading global media and entertainment company. More information on the company can be found at clearchannel.com, clearchanneloutdoor.com and ccmediaholdings.com.

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