

First Dodge Dart Vehicle Funded Through the 'Dodge Dart Registry' Program is Purchased in Upstate New York

- Local community uses 'Dodge Dart Registry' crowd-funding platform to help woman needing safe, reliable transportation for medical treatments
- All-new 2013 Dodge Dart SXT purchased from Clifton Park, N.Y., dealership after more than \$22,600 was raised in 21 days
- Dodge brand donates \$20,000 to the Triple Negative Breast Cancer Foundation and presents Dart recipient with \$2,000 gas gift card

May 2, 2013, Auburn Hills, Mich. -

Hundreds of parishioners from the Northstar Church in Clifton Park, N.Y., as well as families and friends from surrounding areas, used the "Dodge Dart Registry," an online program that provides a creative way to raise money toward the purchase of a new Dodge Dart, to help a woman needing a new vehicle to make long, weekly trips for medical treatment.

The registry, titled "Toni's Registry," was created by Jody Mostoller, his wife Teri and their friend Kristen Burke, to mobilize their community to sponsor specific parts of the car – like a steering wheel, shifter, seat or engine – to help their friend. More than 260 friends, family and fellow parishioners contributed to "Toni's Registry," raising more than \$22,600 in 21 days.

An all-new 2013 Dodge Dart SXT was purchased and the Mostollers, with more than 200 members of their community, presented the keys to their friend at a special event taking place at Zappone Chrysler Jeep® Dodge Ram dealership in Clifton Park. The friend was not aware of the registry creation until days before the vehicle presentation.

"When we first heard about the 'Dodge Dart Registry,' I thought it was a great idea that no one has done before to fund a car," said Jody Mostoller. "Teri immediately thought about our friend and how creating a registry would be an easy way for people to help her get the new car she so desperately needed. The community rallied behind the idea and it was so much fun to watch it all unfold."

The Dodge brand also announced a contribution of \$20,000 to the Triple Negative Breast Cancer Foundation (www.tnbcfoundation.org) and presented the Dart recipient with a \$2,000 gift card for gasoline purchases to make her travels back and forth to the Dana Farber Cancer Institute in Boston to take part in a clinical trial for treatment, that much easier.

"The Dodge Dart Registry was designed as an innovative way for friends and family to come together in raising funds toward the purchase of an all-new Dodge Dart," said Tim Kuniskis, President and CEO – Dodge Brand. "In recognition of the great collaborative effort of the Clifton Park, N.Y., community who raised in excess of \$22,500 in support of their friend, I'm pleased to announce a significant contribution on behalf of the Dodge Brand to the Triple Negative Breast Cancer Foundation."

Out of respect for privacy, Dodge will not release the Dart recipient's full name.

About the 'Dodge Dart Registry'

The "Dodge Dart Registry," www.DodgeDartRegistry.com, allows consumers to configure and customize a Dodge Dart, and set a goal for the amount of money they want to raise to fund it. It then itemizes components of the car—like a steering wheel, shifter, seat or engine—allowing friends, family or anyone to sponsor specific parts.

The registry is powered by RocketHub, a crowdfunding platform that makes raising funds quick and simple. RocketHub's socially driven platform has helped thousands of artists, scientists, entrepreneurs and social leaders raise millions of dollars from around the world.

Participants go to www.DodgeDartRegistry.com to set-up their personalized registry, including creating their own custom Dodge Dart—choosing from the available 12 exterior colors, 14 interior color and trim options, three powerful, fuel-efficient engines, three transmission choices, unsurpassed safety features and world-class aerodynamics—and establishing fundraising goals and expiration terms (up to 90 days).

RocketHub handles the entire crowdfunding process. Funds raised on the registry, minus processing fees, can be used to purchase a new Dodge Dart.

Registry owners and funders must be at least 18 years of age and residents of the 50 United States or the District of Columbia. A complete list of official terms and conditions is available on the registry website.

About Dodge

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 freshest dealer showrooms in the United States.

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