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HEMI® "Shaker" Returns – 2014 Challenger R/T and Mopar '14 Challenger Models Deliver Power, Performance and Even More Heritage-inspired Style For Hardcore Dodge and Mopar Enthusiasts

- With its functional "Shaker" hood and unmistakable Dodge muscle-car cues, the new 2014 Challenger R/T Shaker marks the return of one of the brand's most coveted performance options
- Dodge Challenger R/T Shaker features the legendary 5.7-liter HEMI® V-8 engine with unique hood and intake design combined with a functional exposed-element cold-air intake system
- New Mopar '14 Challenger model revealed: only 100 serialized coupes will be built, offering "Mopar-or-no-car" fans the rarest factory-produced Dodge Challenger model to date with unique "Moparized" equipment
- All-new Dodge Scat Packs unleash more horsepower and torque thanks to three Mopar-engineered stage kits arriving in Spring 2014

November 5, 2013, Las Vegas - Dodge and Mopar brands are "shaking" it up at the 2013 Specialty Equipment Market Association's (SEMA) annual show in Las Vegas. The two Detroit-born brands are teaming up to reveal the new 2014 Challenger R/T Shaker and Mopar '14 Challenger models, all engineered for hard-core enthusiasts who demand more throwback style with easily upgradable performance.

"The legendary Shaker performance hood is back, with its engine-mounted, fully floating scoop and exposed high-flow element that produces cold-air induction – making the new 2014 Dodge Challenger R/T Shaker the real deal," said Tim Kuniskis, President and CEO of Dodge Brand. "With Challenger having its best sales-year ever, the time is right to provide our most loyal fans with the return of the Shaker, and even more power with new 'Scat Pack,' performance stage kits."

"With Mopar engineers working alongside Dodge designers and engineers, we created these factory-proven products to amplify performance and style in a way that no one else can," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "The 'Shaker', 'Scat Packs' and our new Mopar '14 celebrate customized performance."

2014 Dodge Challenger R/T Shaker

Injecting a fresh shot of heritage into the Challenger lineup, the new 2014 R/T Shaker model features unique throwback muscle-car cues that link directly to Dodge brand's performance legacy.

As the model name suggests, the legendary "cold-air grabbing" Shaker not only looks good with its Satin Black center-mounted hood scoop, snorkeling up from the engine compartment, it also directs cooler air back into the HEMI® V-8 engine. And like the original 1970 Challenger R/T with the Shaker hood, the new 2014 model continues the Dodge tradition of an engine-mounted hood scoop that "shakes" with the powertrain's movement.

Designed for muscle-car buffs who can't help but tinker with their toys, the Challenger R/T Shaker features the 5.7-liter HEMI V-8 engine producing over 400 lb.-ft. of torque, with a functional Shaker hood with Mopar cold-air intake, conical air filter and optimized air box for improved airflow and performance. Lift the hood and enthusiasts will also be treated to an under-hood "Shaker" badge – reminiscent of the 1970s original.

In addition to its driver-selectable sport-mode powertrain calibration, performance-tuned suspension, four-wheel disc

brakes and steering calibration, the Dodge Challenger R/T Shaker includes the Super Track Pak, with high-performance steering gear, brake linings and monotube shock absorbers, P245/45R20 Goodyear Eagle F1 Super Car three-season tires and three-mode electronic stability control (ESC) with “full off” mode. All-season performance tires are available at no extra charge.

The new engine setup provides a new factory-designed foundation to maximize three all-new Dodge “Scat Packs,” enabling customers to unleash even more power from their Challenger R/T Shaker.

For a dynamically striking look, a new “Shaker style” Satin Black hood, roof and deck-lid stripe graphics visually translate this Dodge Challenger model’s name, while a Satin Black deck-lid spoiler provides the added downforce needed for 155 mph max-speed runs. For contrast, a body-color grille surround and Gloss Black fuel-filler door are added, while all-new 20 x 8-inch polished-face aluminum wheels with black pockets and a satin “matte” clear coat feature a sculptured five-spoke design. For added detail, “Shaker” badges flank both sides of the hood scoop, while “HEMI” fender badges and a new “Challenger” grille badge in classic script completes the iconic exterior.

On the inside, the new Dodge Challenger R/T Shaker features a unique three-spoke flat-bottom leather-wrapped performance steering wheel with black accent finish and integrated vehicle controls. Corresponding with the steering wheel is a unique “K-Black” painted instrument panel and center-console bezel for a discrete look. Matching the “Shaker” numbered dash plaque are door bolsters with graduated accent stitching that mirrors the logo’s artistic reverberation. High-performance front seats with aggressive bolsters in premium Nappa Leather in Dark Slate Gray with Sepia accent stitching or Radar Red with Radar Red stitching, feature the “Shaker” logo embroidered on the seat back, along with unique graduated horizontal plow-throughs. For additional detail, the center console armrest is also leather wrapped and finished with accent thread. The aluminum pistol-grip shifter mated to a track-proven Tremec six-speed manual transmission is standard, while a black leather-wrapped shift-knob and die-cast paddle shifters on the back of the steering wheel are available for those who opt for the performance-tuned five-speed automatic.

Adding to the customized interior environment, with one press of the start button, the Shaker logo appears on the available 6.5-inch Uconnect touchscreen.

The new 2014 Challenger R/T Shaker will arrive at Dodge dealerships in the first-quarter of 2014 with pricing for this very well-equipped model starting at just $36,995 U.S. MSRP ($37,495 with the custom one-of-a-kind hood-to-tail stripes), representing a walk of only $2,500 from the Challenger R/T Classic for all of the unique features of this limited production model.

The new Challenger R/T Shaker is available in Billet Silver Metallic, Bright White, Pitch Black, Plum Crazy, TorRed and vibrant Header Orange.

Introducing the New Mopar ’14: Only 100 of the new limited-edition vehicles will be built

Taking the new Dodge Challenger R/T Shaker one step further, the Mopar brand revealed its new Mopar ’14 Challenger – the rarest limited-production Challenger model announced to date (only 100 to be made), with a distinct “Moparized” look. Additionally, the new Mopar ’14 is engineered to take on any combination of the three all-new “Scat Packs.”

“The Mopar ’14 is yet another factory-engineered example of how Mopar can make even limited-edition muscle cars like the Challenger even more special,” said Gorlier. “With three new ‘Scat Packs’ and more than 100 proven, quality-tested Mopar performance parts and accessories available for the Dodge Challenger, Mopar makes it simple through its one-stop customization shop.”

The Mopar ’14 Challenger features Bright White or Gloss Black exterior paint, and in keeping with tradition to its limited-edition predecessors — the Mopar ’10 Challenger, Mopar ’11 Charger, Mopar ’12 300 and Mopar ’13 Dart — is highlighted by the “Shaker style” stripe in “Mopar Blue.” For an even more customized look, two additional Mopar Blue stripe options are available, including an all-new “rocker panel” bodyside triple stripe runs with “MOPAR” across the doors; or for an even bolder look, an all-new A-line bodyside stripe that wraps over the deck lid and includes the Mopar “Omega M” logo on the rear-quarter. Enthusiasts hungering for a taste of the new Dodge

Challenger R/T Shaker's legendary heritage will find satisfaction in the Mopar '14 Challenger. Its all-new Satin Black Shaker hood scoop stands out with its raised profile and "Shaker" logo reverberating while the 5.7-liter HEMI V-8 is running. Other unique design elements to contrast the Bright White paint include all-new 20 x 8-inch Gloss Black aluminum wheels with Mopar center caps, a unique Black Vapor grille surround, Black fuel-filler door and Gloss Black deck-lid spoiler with Gloss Black "Mopar Design" badge and "Mopar" quarter-glass decals.

Providing a factory-customized look is the Mopar '14 model's Dark Slate interior embellished with unique Mopar appointments. Performance front seats with aggressive bolsters in premium black Nappa Leather feature Mopar Blue accent thread and Mopar Omega M logos embroidered on the seat backs. Additionally, Mopar Blue thread binds the seams of the armrest, pistol-grip shifter boot and three-spoke leather-wrapped performance steering wheel.

As the Mopar '14 ownership should be as unique as the ride itself, Mopar created a serialized instrument panel plaque, customized monroney label and "Mopar" branded key fobs. The Mopar-designed vehicle tradition continues, as owners of the Mopar '14 Challenger will receive a custom-crafted personalized owner's kit with a Mopar '14 brochure, unique Mopar '14 memorabilia, and customized items crafted with the serial number of each vehicle.

The new Mopar '14 takes vehicle customization to new heights. Already equipped with unique Mopar Design accessories from the factory, customers of the Mopar '14 will be able to add even more catalog accessories installed at the Mopar Custom Shop before arriving to their local dealer. And to take it even further, customers can choose to take it up another notch with Mopar accessories from their dealership.

Available Mopar Custom Shop upfitted items include:

- Mopar short-throw shifter
- Mopar cat-back exhaust
- Mopar performance suspension
- Mopar lowering springs
- Mopar Electronic Vehicle Tracking System (EVTS)
- Mopar performance badges
- Mopar hood pin kit
- Mopar car cover
- Mopar door-sill guards
- Mopar sequential taillight kit
- Mopar premium floor mats or slush mats
- Mopar chrome exhaust tip
- Mopar fuel-filler door
- Mopar wheel locks
- Mopar interior trim bezel kit

The limited-edition Mopar '14 Challenger is the fifth special-edition vehicle created by the Mopar brand, and will arrive straight from the factory in Brampton, Ontario, to dealerships in the second quarter of 2014. Pricing will be announced at a later date. Ordering will begin in March 2014.

All-new Dodge "Scat Packs"

"Mopar-or-no-car." A phrase Dodge and Mopar enthusiasts live by, and the reason these two brands have collaborated to revive the historic Dodge "Scat Packs" for hard-core "do-it-yourself" Challenger owners. From cold-air intakes, performance cam shafts and "optimized" engine calibrations, Scat Packs 1, 2 and 3 enable Challenger R/T Shaker — as well as other 5.7-liter HEMI V-8 Dodge Challenger and Charger models — maximum performance solutions designed and tested from the factory.

About Dodge Brand

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building on the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s as it paves the road to its future. New for 2014, the Dodge Durango "is kind of a big deal," with a new eight-speed transmission that

delivers up to 25 miles per gallon (mpg) on the highway, a new 8.4-inch Uconnect infotainment center and best-in-class power, towing, and fuel economy, in addition to its class exclusive technology. The new Durango joins the new 2014 Dodge Dart with the new 2.4-liter 184 horsepower Tigershark engine, as well as the 2014 Avenger, Challenger, Charger, Journey and 30th Anniversary Grand Caravan. This 2014 Dodge lineup includes five Insurance Institute for Highway Safety (IIHS) Top Safety picks and two Top Safety Pick +, five vehicles with best-in-class power, seven vehicles that deliver 25 mpg or higher, three vehicles that deliver 31 mpg or higher and three vehicles that offer seating for seven.

About 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 industrial alliance between Chrysler Group and Fiat SpA, Mopar is extending its global reach, integrating service, parts and customer-care operations in order to enhance dealer and customer support worldwide. Mopar's global portfolio includes more than 500,000 parts and accessories that are distributed in more than 130 markets. Mopar is the source for genuine parts and accessories for Chrysler Group brands as well as Fiat 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 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.com.

Mopar-first Features

Mopar has introduced numerous industry-first features including:

- **Vehicle-information apps**: first to introduce smartphone vehicle-information applications, a new channel of communication with customers
- **Electronic owner manuals**: first to introduce traditional owner manuals in a DVD and brief user-guide format. First to offer complete vehicle-information kits in Spanish
- **Wi-Fi**: first to offer customers the ability to make their vehicle a wireless hot spot
- **Wireless charging**: first to introduce in-vehicle wireless charging for portable devices
- **Electronic Vehicle Tracking System (EVTS)**: first to market with interactive vehicle tracking device that sends owner a text when vehicle is driven too fast or too far based on pre-set parameters
- **wiAdvisor**: first to provide factory-connected tablet technology in the service lane for instant vehicle diagnosis
- **wiTECH**: first to support vehicle diagnosis and software updates leveraging off-the-shelf personal computers and a dedicated wireless tool network
- 2011 Mopar Challenger Drag Pak: first to introduce a 500-plus cubic-inch V-10 drag-race package car

More than 75 Years of Mopar

Mopar (a simple contraction of the words Motor and PARts) was trademarked for antifreeze product in 1937. The Mopar brand made its mark in the 1960s – the muscle-car era. The former 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. The brand has expanded to include technical service and customer support.

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