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Staged for Launch: Dodge Reveals New Scat Pack Stage Kits with Mopar Performance Parts at 2013 SEMA Show

- Dodge and Mopar join forces to introduce new Scat Pack performance upgrade kits for 2014 Dodge Challenger, Dodge Charger and Dodge Dart
- Scat Pack 1, Scat Pack 2, and Scat Pack 3 kits available for 2014 Dodge Challenger, Charger and Dart include optimized calibration and much more
- Multiple options make affordable performance upgrades available to owners ranging from the everyday enthusiast to the weekend warrior
- Vehicles on display at SEMA include various Mopar stand-alone parts, in addition to the Scat Pack kits
- Scat Pack kits to be available in the Spring of 2014

November 5, 2013, Las Vegas - Good things are coming in many packs for Dodge owners who love performance and delving into Dodge's rich history.

In honor of the 45th anniversary of the legendary "Scat Pack Club" that played a prominent role in Dodge heritage, Dodge and Mopar today announced the introduction of new Scat Pack performance stage kits for the 2014 Dodge Challenger, 2014 Dodge Charger and 2014 Dodge Dart at the 2013 Specialty Equipment Market Association (SEMA) show in Las Vegas.

In 1968, Dodge united the brand's performance vehicle enthusiasts through the creation of the Scat Pack Club. The Scat Pack Club quickly transformed and expanded from an enthusiast club into an over-arching Dodge performance philosophy. This shared philosophy ultimately evolved into the desire for even more performance. Dodge and Mopar brands partnered to respond to this need by delivering factory-engineered performance stage kits that would ultimately become known as "Scat Packs."

"The Scat Pack performance philosophy has always been the core of Dodge DNA," said Tim Kuniskis, President and CEO, Dodge Brand. "Bringing back factory stage kits allows Dodge enthusiasts to extract the maximum performance from their vehicles without the fear and guesswork typically associated with modifying late-model vehicles."

Scat Pack 1, 2 and 3 kits will be made available for the 2014 Dodge Challenger, Charger and Dart, all at a cost-effective price, allowing enthusiasts to step up performance at their own pace. Each Scat Pack kit includes a numbered hard badge associated with its performance stage, so enthusiasts can proudly display the emblem on their vehicle as a badge of honor.

"The new Scat Pack kits reinforce our commitment to the performance arena," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "With multiple kits available, we can suit the performance upgrade needs of our owners."

The Scat Pack performance upgrade kits will be available in the Spring of 2014.

2014 Dodge Challenger

Scat Pack 1 achieves a significant horsepower boost through three modifications, including a Mopar cold-air intake to provide increased air-flow into the engine, Mopar cat-back exhaust to free up downstream airflow, and an all-new

performance calibrated engine controller, optimized to the 5.7-liter HEMI® engine.

Scat Pack 2 adds approximately double the horsepower bump and is geared towards the performance enthusiast looking for that competitive edge. In addition to a customized, optimized performance calibration feature tailored for Scat Pack 2, a new Mopar performance camshaft works in conjunction with the components of the Scat Pack 1 kit to take advantage of improved engine breathing and deliver that additional acceleration advantage.

Scat Pack 3 takes aim squarely at the competitive enthusiast who is looking for extreme performance and ultimate bragging rights. Gains of more than three-times that of Scat Pack 1 are realized with the customized, optimized performance calibration tailored for Scat Pack 3, new Mopar performance CNC-ported cylinder heads, Mopar performance camshaft and Mopar hi-flow headers.

Complementing the 2014 Dodge Challenger's ultimate performance is Mopar's plethora of stand-alone performance products, which assure a commanding presence. The chassis sits on 20-inch Classic II forged aluminum wheels finished in Hyperblack II with a polished lip. The Scat Pack kits offer additional performance upgrades, including an electronic variable quick-dump side exhaust, front and rear strut bars and an adjustable suspension kit with a coil-over kit and stabilizer bar, which guarantees an experience to please all the driving senses. Additional features include a black concept hood and side valence, along with a black fuel filler door, black hood pins and sequential tail lamps.

The interior is truly unique, upgraded with Katzkin black performance leather seats and black performance leather door-panel inserts that carry the Dodge brand's stripes. The Dodge Challenger logo is embroidered in bright red on the front leather seats, and red stitching accents the seats, shifter boot and steering wheel. Dodge flat-bottom performance steering wheel and pistol grip shifter provide precision control of this ultimate performance Challenger. Subtle details continue with red seat-belt webbing and red carpet bindings, satin black and black chrome bezels, and gloss-black trim on the steering wheel, center stack, center console and door handles, giving this Challenger the customized looks to match its extreme performance attitude.

SCAT PACK 1 5.7-liter

- **"Optimized" engine calibration – tailored to Scat Pack 1**
- **Mopar cold air intake**
- **Mopar cat-back exhaust**
- **Scat Pack 1 badge**

SCAT PACK 2 5.7-liter

- **Adds:**
- **"Optimized" engine calibration – tailored to Scat Pack 2**
- **Mopar performance camshaft**
- **Scat Pack 2 badge**

SCAT PACK 3 5.7-liter

- **Adds:**
- **"Optimized" engine calibration – tailored to Scat Pack 3**
- **Mopar performance ported and polished heads**
- **Mopar hi-flow performance headers**
- **Scat Pack 3 badge**

2014 Dodge Charger

The Scat Pack 1, Scat Pack 2 and Scat Pack 3 offerings for the Dodge Charger also mimic the Scat Pack options for the 2014 Dodge Challenger, duplicating exactly the horsepower gains and lists of available modifications.

Similar to the Dodge Challenger, the 2014 Dodge Charger shown at SEMA is customized with Mopar products

separate from the Scat Pack kits. The Charger rests on 20 x 9-inch unique lightweight wheels, embellished with black Mopar center caps and a Hyperblack II finish. The body is amplified with a side valence, a unique new front splitter and Redline rear spoiler. A Scat Pack hard badge in the rear quarter window provides a visual key of ultimate bragging rights.

The interior feel of the 2014 Dodge Charger follows that of the Dodge Challenger displayed near it. It includes Katzkin black performance leather seats, black leather door panel inserts featuring red leather Dodge stripes and red accent stitching. Other unique touches include red seat-belt webbing, red carpet bindings, and red embroidered Dodge Charger logo in the front seats.

Adding to the customized look on the interior are gloss-black steering-wheel spokes and black chrome on the door handles, cluster rings, instrument panel bezels, center console trim, and steering-wheel center ring. Mopar provides further appeal to the Dodge Charger with added bright pedal kit, pistol-grip shifter, door-sill guards, and advanced technology with a wireless charging pad.

The Dodge Charger's Scat Pack kits are supplemented with front and rear strut bars, an adjustable suspension kit featuring a coil-over kit and stabilizer bar and an electronic variable quick-dump side exhaust, combining performance enhancements that will be sure to stimulate all the senses.

2014 Dodge Dart

Completing the Scat Pack offerings for Dodge at SEMA is the 2014 Dodge Dart GT, powered by a 184 horsepower 2.4-liter Tigershark engine with six-speed manual transmission.

The Dodge Dart offering consists of three kits, with Scat Pack 1 providing a shot in the arm of performance and handling improvements from Mopar through a cold-air intake, performance brake pads and a new short-throw shifter.

The next-level, Scat Pack 2 amps up horsepower by providing Dodge Dart owners with a no-nonsense customized engine calibration to work in harmony with a Mopar cat-back exhaust.

At the top level, Scat Pack 3 provides the ultimate package for those seeking optimal track times. Included is a Mopar big brake kit, including 13-inch vented rotors, four-piston front calipers and stainless steel lines to maintain optimum temperatures during extreme braking maneuvers. Also included is a performance suspension comprising of adjustable springs for ride height, adjustable dampening struts and front and rear sway bars.

Mopar modifications extend beyond the Scat Pack kits with the dual vented functional aluminum hood, which captures cool air for the Mopar cold-air intake and exhausts hot air to achieve optimal operating temperature.

The aero package from the limited-edition Mopar '13 Dart is imported into the 2014 Dodge Dart, with Mopar side sills, chin splitter and rear diffuser, and a unique new three-piece decklid spoiler to boost downforce. A new exhaust dump with side exhaust helps the engine breathe, and the Dart rides on concept 19 x 8-inch lightweight gloss black wheels, accented with Mopar logo center caps.

As with the Dodge Challenger and Charger, Katzkin performance leather seats add a premium touch to Dodge Dart's interior. Door bolster inserts with a red border and red accent stitching on the seats, dash, armrest, wheel and shift boot are also found inside, along with red seat-belt webbing on the driver's side, red trim accents and premium floor mats with red piping. Black chrome graces the door pulls, HVAC bezels, and shifter cluster, while an array of Mopar accessories, including the bright-pedal kit, leather-wrapped shift knob, bright door-sill guards, molded cargo tray and wireless charging complete the interior.

SCAT PACK 1 2.4-liter

- **Mopar cold-air intake**
- **Mopar short-throw shifter**
- **Mopar performance brakes, including slotted rotors and performance brake pads**

SCAT PACK 2 2.4-liter

- **“Optimized” engine calibration (premium octane)**
- **Mopar cat-back exhaust**

SCAT PACK 3 2.4-liter

- **Mopar big brake kit with stainless lines**
- **Performance suspension with adjustable springs and struts**
- **Upgraded performance front and rear sway bars**

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 its 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.

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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