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## **New 2015 Dodge Challenger Debuts Innovative and State-of-the-Art Advanced Technology to Maximize World-Class Levels of Power**

- The new 2015 Dodge Challenger offers the largest touchscreen in its class: new and easy-to-use 8.4-inch Uconnect system
- New Dodge Challenger Performance Pages display driver statistics and feedback on new 7-inch customizable instrument cluster and the 8.4 touchscreen
- Personalization made easy with the new 7-inch customizable instrument cluster enhanced by vivid, intuitive graphics enabled by thin-film transistor (TFT) technology
- New available Uconnect Access Via Mobile allows customers to enjoy their personal Internet radio accounts and stream audio content using their own mobile device data plans
- The 2015 Dodge Challenger's available navigation system accommodates one-step voice-controlled destination entry and enhanced 3-D navigation map graphics
- Acclaimed Uconnect Access services leverage a built-in data connection
  - Enables direct, one-touch connections with emergency service providers, roadside assistance dispatchers and vehicle information specialists
  - Available mobile phone app allows Dodge Challenger owners to start their Challenger, lock or unlock doors from their mobile devices
  - Enables on-demand Wi-Fi Hotspot capability
- Voice-recognition technology, steering-wheel controls, touchscreen displays and traditional controls provide Dodge Challenger customers with a variety of ways to interact with their mobile phones, music, navigation system and Uconnect Access services
- Premium audio systems designed to immerse passengers in the ultimate audio experience

April 17, 2014, Auburn Hills, Mich. - Adding the latest Uconnect technologies and the segment's largest 8.4-inch touchscreen were not enough for engineers of the all-new 2015 Dodge Challenger. Instead, these Dodge muscle-car enthusiasts – who eat, sleep and breathe HEMI-power – designed in all-new Performance Pages and Super Track Pack customization settings – all to enable the driver to maximize Challenger's world-class levels of power, performance and handling on the road and the track.

### **New 7-inch multiview driver information display instrument cluster**

The new 2015 Dodge Challenger features a standard, segment-exclusive, 7-inch full-color, multiview display that lets the driver personalize the information displayed in the instrument cluster. The 2015 Dodge Challenger driver information display is designed to visually communicate information, using graphics and text, quickly and easily.

The multiview display offers a wide range of customization options, from a basic digital speed read out to more detailed vehicle status information such as tire pressure, fuel economy, audio, warning messages and turn-by-turn navigation.

Operating the display is intuitive and clearly communicated to users with easy-to-understand icons and instructions. Using buttons on the steering wheel, drivers can customize the screen with as much or as little information as they desire. There are three areas of the instrument cluster display that can be customized with time, temperature, audio,

compass or speedometer. The main screens found inside the instrument cluster menu are: gears, fuel economy, vehicle messages, performance information, trip, audio and when equipped, advance driver assistance system information.

Once a main screen is chosen, it becomes the default setting and the vehicle will remember the user's selection upon restarting the new Dodge Challenger. Vehicle concerns are instantly reported to the driver via pop-up warning messages on the display. Warning messages are then stored so a driver can review the message at their convenience.

### **Comprehensive Sport mode and Dodge Performance Pages transform Challenger's personality**

Thanks to its new PowerNet electrical architecture, the 2015 Dodge Challenger models equipped with Sport mode can instantly transform the four-door muscle car's personality instantly all to improve performance.

Utilizing the Dodge Performance Pages available on the segment's largest 8.4-inch Uconnect touchscreen, the driver can engage Sport mode to reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, adjust electronic stability control (ESC) settings and firm up the steering feel. Additionally, the system includes active launch control, launch control RPM settings, performance timers and performance gauges such as G-force indicators and engine performance.

- **Timers:** Information like 0-60 mph acceleration, elapsed times for one-eighth mile and one-quarter mile distances will be displayed on the instrument cluster so drivers can remain focused on the road. With regard to slowing down, Performance Pages also can display braking distance in feet or from the speed at which brakes were applied. All of these data points can be displayed with current, best or last readouts.
- **Gauge pages:** Two pages can help driver's monitor all the essentials like oil temperature, oil pressure or battery voltage output and supplements these measures with coolant temperature and intake air temperature readings.
- **G-Force:** Real-time cornering G-loads can be displayed for front, rear, driver's side or passenger's side directions, in addition to cornering speed in miles per hour.
- **Engine:** This page provides drivers with a dashboard and the information they'll want and need, including speed, real-time horsepower and torque readings, and gear-selector position on vehicles equipped with an automatic transmission.

### **New Uconnect system**

New Uconnect systems, available in 5-inch or 8.4-inch configurations, accommodate Challenger's audio, climate, communication and entertainment features:

- Uconnect 5.0 features a 5-inch touchscreen that provides customers with multiple ways to connect their Dodge Challenger – SiriusXM Radio; voice-recognition technology to provide handsfree operation of mobile phones, music and texting and a variety of ways to access digital music content, including USB and 3.5 mm auxiliary input in the media console – are all standard. The system also can “read” texts received on paired phones equipped with both Bluetooth and Message Access Profile (MAP). Drivers also can reply to text messages – all by using voice recognition. Uconnect 5.0 also allows for voice control of navigation, AM/FM and available SiriusXM Radio, and can stream music wirelessly from Bluetooth-enabled smartphones
- Uconnect 8.4AN features an available 8.4-inch color touchscreen with standard Uconnect Access service. With its user-friendly touchscreen display and large, easy-to-use icons located along the bottom of the screen, the media center offers touchscreen operation for the radio, personal audio devices with player controls, climate, navigation and phone. In addition to all the features the Uconnect 5.0 system offers, the Uconnect 8.4 system offers a range of features that provides customers with multiple ways to connect their vehicle; HD Radio, SiriusXM Radio, SiriusXM TravelLink and SiriusXM Traffic; voice recognition technology to provide handsfree operation of mobile phones, music and texting. This system also includes a USB, SD Card and 3.5 mm auxiliary input in the media console

### **Uconnect Access Via Mobile**

The Dodge Challenger also includes a five-year trial of Uconnect Access Via Mobile, the latest extension of Chrysler Group's suite of Uconnect Access services. Uconnect Access Via Mobile offers an easy-to-learn interface and easy-to-view 8.4-inch touchscreen that allows customers to enjoy their personal Internet radio accounts and stream audio content using their own mobile device data plans. The result: a truly personalized listening experience.

Uconnect Access Via Mobile seamlessly brings four popular Internet radio apps into the Dodge Challenger. They are: Aha by Harman, iHeartRadio, Pandora and Slacker. Like all Uconnect-brand features, it is designed to be easy to learn and easy to use.

With Pandora, for instance, customers can register their preferences by hitting the app's familiar buttons – “thumbs up” or “thumbs down” – which are displayed on the available 8.4-inch touchscreen. In addition, unique steering-wheel controls make it easy for the driver to skip a song at the push of a button.

### **Voice Command**

The available Uconnect Voice Command is a voice-activated communication system that allows drivers to operate their mobile phone, music and navigation system handsfree to stay focused on driving. When a compatible Bluetooth mobile phone is initially connected to the system, the phone book within a mobile phone is automatically downloaded, synchronizing as many as 5,000 phone book entries, which can then be selected by simply saying a contact name. The feature also allows drivers to switch radio modes, tune to SiriusXM Radio, AM, FM and HD and request real-time information, such as fuel prices, from the available SiriusXM Travel Link using natural voice commands. The handsfree option promotes driver focus, freedom, value and flexibility.

Bluetooth-equipped cell phones also feature Message Access Profile (MAP) with advanced text-messaging that:

- Announces receipt of a text message
- Audibly identifies sender
- Reads the message

This industry-first voice recognition system uses the embedded connectivity to access cloud-based voice-recognition and enable advanced text messaging, which converts the spoken word into verbatim text messages. Communication is limited only by the user's vocabulary.

### **Navigation features**

The 2015 Dodge Challenger's available Uconnect 8.4AN offers navigation standard, including 3-D imagery of landmarks, city models and digital terrain. The Uconnect systems utilize the large, 8.4-inch screen to deliver directions, lane guidance and points of interest. Directions are given audibly and also appear in the vehicle information center – so information is available when the driver needs it. The system features enhanced graphics and a one-step voice entry system so customers can easily say the address and navigate on the go.

### **Entertainment features**

HD Radio, SiriusXM Radio and a variety of ways to access digital music, including USB and 3.5 mm auxiliary inputs, as well as a remote USB port in the media console, all come standard.

### **SiriusXM Travel Link**

The 2015 Dodge Challenger's available Uconnect 8.4AN offers SiriusXM Travel Link that can be operated via voice command and provides premium data services and information to make every trip more efficient. Services include:

- **Weather:** shows coast-to-coast weather data, current conditions and five-day forecasts, detailed storm cell information, hurricane and tropical storm tracking, local wind speeds and even ski resort conditions
- **Fuel Prices:** lists prices, locations and distance to more than 120,000 fuel stations across the United States, and can have the navigation system route to a selected fuel station location. The feature also can search for fuel grade pricing for gasoline and diesel
- **Sports:** in-game and final scores and weekly schedules from the NFL, NBA, MLB, NHL, NASCAR, golf, college football and basketball
- **Movies:** uses listings from more than 4,500 movie theaters across the United States to help consumers

plan movie times, theater addresses, ratings and run lengths ahead of time. Passengers also may have the navigation system set a route to a selected theater location

### **SiriusXM Traffic**

SiriusXM Traffic works with the Challenger's 8.4AN navigation system to display traffic speed and flow information along with accident information to assist drivers in routing around congested areas.

### **Uconnect Access: A suite of connected services**

The Uconnect 8.4AN provides owners with an included 12-month trial of Uconnect Access Services. A variety of services leverage a built-in data connection. With the Uconnect Access app, users can remotely lock or unlock doors or start their vehicles via the web or a smartphone. The Uconnect system includes a 9-1-1 call button on the rearview mirror for a direct connection to emergency services. An Assist button also is integrated into the rearview mirror to summon help directly from a roadside assistance provider or connect with Chrysler Group's Chrysler Customer Care or Uconnect Customer Care.

With their hands on the wheel, Dodge Challenger customers also can use Uconnect Access to tap the power of the cloud. When a compatible (check UconnectPhone.com for device compatibility) Bluetooth mobile phone with the Message Access Profile (MAP) is paired, Uconnect Access will:

- Announce receipt of incoming texts
- Identify the senders
- "Read" the messages aloud

To respond or compose any new text, drivers need to simply dictate a message of 100 characters or less. The Uconnect system will send the message to a "cloud-based voice-recognition server" that converts spoken words to text and "reads" it back for accuracy before sending verbatim. And it can all be done handsfree, without having to memorize any pre-approved messages.

Drivers unsure of their destination and looking for popular locations around them can use their voice to conduct a Yelp search and simply the location they are trying to find.

En route, passengers also can check e-mail or browse news sites. The on demand Wi-Fi Hotspot capability enabled by Uconnect Access provides in-cabin wireless Internet connectivity via laptop, tablet or smartphone, whether on the move or at the worksite. Customers can purchase Wi-Fi for a day, week or month.

### **Premium Audio Systems**

The new 2015 Dodge Challenger offers three audiophile-quality audio systems to immerse passengers in the ultimate audio experience:

- Alpine six-speaker premium audio system:
  - Eight-channel amplifier with 276-watts of power
  - Two 3.5-inch speakers located in the instrument panel
  - Two 6 x 9-inch speakers located in the front doors
  - Two 6 x 9-inch speakers located in the rear-shelf area
- Alpine 10-speaker premium audio system with subwoofer:
  - 12-channel amplifier with 506-watts of power
  - Three 3.5-inch speakers located in the instrument panel
  - Two 6x9-inch speakers located in the front doors
  - Two 6.5-inch speakers located in the rear-shelf area
  - Two 3.5-inch surround speakers located on the rear-side corners
- Harman Kardon 18-speaker premium audio system with two subwoofers:

- 12-channel amplifier
- Seven 3.5-inch speakers located in the front dash, rear doors and rear deck
- Two 6 x 9-inch speakers located in the front doors
- Two 10-inch subwoofer center-positioned in the rear-shelf area

**A variety of ways to control your content**

Uconnect's controls are placed on the steering wheel in addition to the center stack. Chrysler Group LLC was the first vehicle manufacturer to integrate these rocker switches at the back of the steering wheel, where research has shown customers have a preference. Audio system controls, including next station, radio preset and previous station or track, are located on the left rear. Volume up or down and change audio source are located on the right rear of the steering wheel. This means drivers can keep their hands on the wheel while they enjoy a variety of entertainment content sources.

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