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## **New 2015 Dodge Challenger's 1971-inspired Design Celebrates Nameplate's Muscle-car Heritage While Infusing Contemporary Dodge Attitude**

- New 2015 Dodge Challenger's exterior styling enhances its iconic shape with contemporary Dodge styling, all while improving both form and function
- All-new driver's cockpit is crafted in premium materials and world-class technology to deliver stunning Dodge style, craftsmanship and performance
- Personalization: high-impact heritage hues give a nod to the past, while expressive interior color and material combinations highlight authentic Dodge design
- Seven heritage-inspired stripes provide instant customization from the factory
- Challenger offers more than 14 available interior color and trim options
- Hardcore enthusiasts only: high-performance R/T Scat Pack and 392 HEMI® Scat Pack Shaker models, along with R/T and R/T Plus Shaker models offer maximum throwback heritage styling with performance hardware

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There is no mistaking a Dodge Challenger, the most true-to-form muscle car on the market. The new 2015 Dodge Challenger builds on the iconic muscle-car's legacy with a 1971-inspired exterior design and all-new driver-focused interior cockpit – both executed with even more contemporary Dodge style and attitude.

"Dodge enthusiasts love Challenger's tough, big-bodied heritage styling, an iconic proportion that resonates across all age groups and makes it one of the most iconic modern muscle-car designs of all time," said Joe Dehner, Head of Dodge Design – Chrysler Group LLC. "As a tribute to the nameplate's past, we looked at the 1971 Challenger model to inspire us. The result is the new 2015 Challenger, a design that exudes even more contemporary Dodge styling, with a design that is worthy of its legendary history."

### **Challenger's new exterior styling improves both form and function**

Whereas the 2008 to 2014 Challenger followed the design language of the original 1970 model, the new 2015 Challenger looks to the legendary 1971 model for design inspiration and infuses the next era of contemporary Dodge styling to match its upgraded powertrain and world-class handling and technology features.

At the front, Challenger's all-new fascia design is a menacing update of its 1971 inspiration. A larger power-bulge hood features more aggressive forward-located dual snorkel inlets for improved engine cooling, while an all-new vertical split-grille evokes the historic 1971 model. To make way for all-new stripe designs, windshield washer outlets are now located under hood for a cleaner look. All-new quad projector headlamps give this Dodge muscle car a more detailed appearance, while a more aggressive brow "chops" the upper portion of the lamp design to give this 2015 Challenger an even more sinister attitude.

For added style, four halo LED headlamps cast a cool glow from beneath the brow. Below, a wider trapezoidal front air dam and slimmer grille opening highlight the width of the coupe, while providing the necessary cooling for the all-new Challenger R/T Scat Pack and exclusive 392 HEMI® Scat Pack Shaker models' 485 horsepower 6.4-liter HEMI V-8 engine. Integrated projector fog lamps are pushed to the corners to accentuate width while helping to illuminate the road, and a new duck-bill fascia spoiler helps to improve the vehicle's aerodynamics.

From the side, the 2015 Challenger's signature muscular proportions and large thruster rear-quarter panels stand out

from the crowd, while fender and belt lines tie together at the front and rear of the car to create a sleeker appearance. Black sills accentuate the proportions of the muscle coupe and have been re-tuned in the wind tunnel to improve aerodynamics. Helping to fill the wheel wells are nine wheel designs, including standard 18-inch satin carbon aluminum on the SXT and standard 20-inch Satin Carbon aluminum on the R/T. And for hard-core enthusiasts, a new lightweight 20-by-9-inch forged aluminum wheel design finished in matte Hyper Black II with three-season high-performance rubber provide the ultimate in handling prowess and a unique one-of-a-kind look, available on R/T and R/T Scat Pack models.

Out back, the 2015 Dodge Challenger recalls the historic 1971 model's inspiration with a new split tail-lamp design and new rear fascia. The tail lamps feature Dodge brand's signature LED graphic with its smooth glow of LED lights that can be seen from blocks away. A redesigned rear valance makes the 2015 Challenger look more planted on the ground, while fascia-mounted exhaust tips (with the Pentastar V-6 engine) provide an integrated look. For enthusiasts who plan on adding a performance exhaust from Dodge brand's Scat Pack performance stage kits, the exhaust is mounted tightly below the valance and is cut out to accommodate larger exhaust tips.

### **High-impact colors give a nod to the past; colors range from B5 Blue to Sublime**

Many of the most memorable paint colors in automotive history have been found on the Dodge Challenger. Celebrating the muscle-car's 45-year history, the 2015 Dodge Challenger will be available in Bright White, Pitch Black, Granite Crystal, Billet Silver, Jazz Blue and Redline Red. Premium three-coat colors include Phantom Black Tri-Coat Pearl and Ivory White Tri-Coat Pearl. And for those who want a throwback shade, heritage high-impact B5 Blue, TorRed and Sublime Green paint colors are also available for a limited time.

### **Seven heritage-inspired stripes provide instant customization from the factory**

For Dodge enthusiasts who have earned their stripes and want their Challenger to reflect their bold attitude, new heritage-inspired stripe options will be available from the factory, and include:

- Challenger SXT / SXT Plus body-side stripe in Satin Black
- Challenger R/T hood stripe with "R/T" logo in Satin Black
- Challenger R/T Classic "A-line" body-side stripe in Satin Black
- Challenger R/T Classic "A-line" body-side stripe in White
- Challenger R/T Classic "A-line" body-side stripe in Gloss Red
- Challenger Scat Pack rear-quarter Bumble Bee stripe in Satin Black
- Challenger Shaker graphics in Satin Black with a matching spoiler and Gloss Black fuel door

### **All-new driver's cockpit is crafted for performance**

Inside the 2015 Dodge Challenger is an all-new enthusiast's designed cockpit, featuring world-class materials, execution and technology, also inspired by the interior of the 1971 Challenger.

"For 2015, we've infused the Challenger's interior with our finest execution of craftsmanship, premium materials and world-class technology," said Klaus Busse, Head of Interior Design – Chrysler Group LLC. "From its asymmetric driver's cockpit surrounded with authentic materials, to the instrument panel, which houses a heritage-inspired programmable gauge cluster and the latest Uconnect touchscreen systems, the new Challenger exemplifies our dedication to elevating this iconic muscle car to new heights."

To highlight the muscle car's performance abilities, the 2015 Dodge Challenger is designed with a performance cockpit that embodies the essence of the 1971 in an artistic and more organically styled way.

Dodge Challenger's all-new cleanly executed instrument panel features an aluminum-stamped bezel that establishes the driver's cockpit. For a high-tech look, an innovative 7-inch thin-film transistor (TFT) instrument cluster screen extends through the driver's bezel and provides an almost infinitely customizable display. The all-new gauge cluster features a new analog speedometer and tachometer that straddle the TFT customizable instrument cluster and provide a heritage-inspired look with throwback radial numbers, concave shape and a needle-covered hub design, reminiscent of the 'tic-toc-tach' gauges from the 1971 Challenger. Additionally, the center stack neatly houses the

new 5.0-inch and segment's largest available 8.4-inch Uconnect touchscreens.

A new trapezoidal shaped aluminum-stamped center console gives Dodge Challenger's interior a fresh, asymmetric look, while its leather-wrapped surface and French-seamed accent stitching exude craftsmanship and style. With its unique elevated design, the all-new center console houses additional controls for the Uconnect touchscreen above with ergonomically located redundant button and knob controls for audio and climate functions. An all-new media hub with an SD card slot, USB outlet and audio jack is neatly housed inside the center console's flocked armrest.

For those who opt for the segment-first TorqueFlite eight-speed automatic transmission, an all-new and class-exclusive electronic shifter with an all-new driver-oriented T-handle gives the driver intuitive gear selection and offers an Auto Stick selector gate for added driver control. For those who prefer having the left pedal, a precise and track-proven Tremec TR6060 six-speed manual transmission fitted with a throwback ball shifter is standard on Challenger models equipped with the 5.7-liter or 6.4-liter HEMI V-8 engines.

A new Dodge steering wheel features a sculpted rim so the driver's hands have a sure grip at the 3- and 9-o'clock positions, while available paddle shifters (with automatic transmission) are located on the backs of the upper spokes. The buttons to control the driver-configurable full-color TFT display are large and illuminated. Buttons for Uconnect and phone access now reside along the bottom edge of the horizontal spokes. Optional adaptive cruise control is configured by buttons that are symmetrically opposite on the right hand side of the wheel. As before, Challenger's highly praised audio controls are still found on the back of the upper spokes. This new tilt-telescoping steering wheel also offers a 360-degree heat element.

To make long cruises more comfortable, the all-new 2015 Dodge Challenger features redesigned seats with improved cushioning and more comfortable contours. The passenger seat also has an easy exit/entry function to provide access to the rear seat – this is controlled by a release handle on the top shoulder of the seat. Available in premium cloth, Nappa leather and suede/Nappa leather combinations, Challenger offers performance seats with large side bolsters for maximum lateral support in hard cornering. New for 2015, heated and ventilated front seats are standard with Nappa leather and suede/Nappa leather configurations, for improved comfort and convenience.

#### **More than 14 available interior colors and trim options**

New to the 2015 Dodge Challenger lineup are 14 interior color and trim selections that are inspired from the muscle-car's roots. The available interior environment and accent seat and door panel colors include:

- Premium soft-touch surfaces with accent stitching, Dark Brushed aluminum bezels, Pitch Black trim accents and black metallic paint (SXT, R/T, R/T Scat Pack, R/T Shaker)
  - Black houndstooth premium cloth sport seats (SXT, R/T)
  - Black/tungsten premium cloth sport seats (SXT, R/T)
  - Black Ballistic 2 high-performance seats (R/T Scat Pack, R/T Shaker)
- Premium soft-touch surfaces with accent stitching, Hectic Mesh aluminum bezel, Pitch Black trim accents and Quick Silver paint (SXT Plus, R/T Plus, R/T Classic and Scat Pack Appearance on R/T Scat Pack and 392 HEMI Scat Pack Shaker)
  - Black with accent metallic premium Nappa leather sport seats (SXT Plus, R/T Plus)
  - Ruby and Dark Ruby Red with accent metallic premium Nappa leather sport seats (SXT Plus, R/T Plus)
  - Pearl and Black premium Nappa leather sport seats with Sepia accent stitch (SXT Plus, R/T Plus)
  - Ruby Red Alcantara suede faced and Black premium Nappa leather high-performance seats (R/T Classic, Scat Pack Appearance models, 392 HEMI Scat Pack Shaker)
  - Black Alcantara Suede and Black premium leather performance seats (R/T Classic, Scat Pack Appearance models, 392 HEMI Scat Pack Shaker)
- Premium soft-touch surfaces with accent stitching, Dark Brushed aluminum bezels, Pitch Black trim accents and black metallic paint (R/T Plus Shaker, 392 HEMI Scat Pack Shaker)
  - Black Nappa leather high-performance seats with Sepia accent stitching

- Black/Ruby Red faced Nappa leather high-performance seats with Ruby Red accent stitching

### **Challenger R/T Shaker models, and all-new high-performance 6.4-liter Shaker models offer customers maximum throwback heritage**

Building on the Dodge Challenger's legacy, the all-new 2015 Challenger R/T-based Shaker and 392 HEMI Scat Pack Shaker models offer even more Dodge heritage in contemporary form.

Dodge originally brought its throwback Shaker hood back for a limited run of 2,000 units in early 2014. The Shaker proved such a hit that Dodge is bringing the 5.7-liter HEMI V-8-powered coupe back for the new 2015 Challenger – now in R/T Shaker and R/T Plus Shaker model variations, starting in early 2015.

All-new for 2015 is the introduction of one of the “King of all Shakers” – a 392 HEMI Shaker on the new Scat Pack. It combines the estimated 485 horsepower 392 HEMI V-8 with the Shaker hood, 20-by-9-inch aluminum wheels and Brembo brakes for the ultimate combination of performance and throwback style.

From a design perspective, the legendary Shaker hood injects a heavyweight shot of heritage into the Challenger lineup, with 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 2015 models will continue the Dodge tradition of an engine-mounted hood scoop that “shakes” with the powertrain's movement.

Other unique Shaker model design elements include Satin Black “Shaker” hood-scoop mounted badges, Satin Black “Shaker” hood, roof and deck-lid stripe graphics, Satin Black deck-lid spoiler, Gloss Black fuel-filler door, 20-by-8-inch polished-face aluminum wheels with black pockets and a Satin Matte Clear Coat, “HEMI” fender badges, “Challenger” script grille badge, “Shaker” dash plaque, “Shaker” Uconnect splash screen and high-performance seats. Challenger R/T Plus and 392 HEMI Scat Pack Shaker models receive premium door bolsters with graduated accent stitching, Nappa leather high-performance seats with “Shaker” logo embroidered on the seat back, along with a unique graduated horizontal plow-throughs.

The 392 HEMI Scat Pack Shaker also adds unique “392 HEMI” Shaker hood badge, unique “Bumble Bee” fender badge and 20-by-9-inch polished aluminum wheels with black pockets.

### **Scat Pack Appearance Package**

In addition to offering more than 30 percent more horsepower to the Dodge Challenger V-8 lineup, the all-new Challenger R/T Scat Pack model pays homage to its high-performance roots through an exclusive Scat Pack Appearance Package. The package includes: gloss black grille surround, gloss black fuel filler door, Scat Pack Bumble Bee rear stripe, 20-by-9-inch lightweight forged-aluminum hyper Black II matte wheels, Ruby Red accent bound floor mats, high-intensity discharge (HID) headlamps, black grille surround, Scat Pack Bumble Bee rear stripe, 20-by-9-inch lightweight forged-aluminum Hyper Black II wheels, six premium speakers with 276-watt amplifier and premium floor mats. Additional interior features available later in the 2015 model year include a Scat Pack animated start-up screen, Scat Pack logo embroidered seats and performance steering wheel.

### **Storage and lighting**

Challenger features class-exclusive door bottle holders, along with front- and rear-of-the-door storage. An oversized illuminated glove box with damped hinges features velvet-like interior covering, and center-positioned illumination for even light distribution and even an upper shelf to store the owner's manual. A cubby bin is located to the right of the automatic shifter. Two conveniently located netted bins are found on either side of the center console. The passenger side houses a powered USB plug.

Inside, abundant ambient LED lighting with a new for 2015 cool white glow is located in foot wells, door-pull cups, overhead console (to light the center console below) and door map pockets.

### **Segment-exclusive five-passenger seating**

Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head room (37.4 inches) and legroom (32.6 inches) compared with its competition. With class-exclusive seating for five, coupled with best-in-class cargo space (16.2 cu. ft.), the new Dodge Challenger continues to be the segment's best day-to-day muscle-car choice, offering maximum comfort and functionality.

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