

Contact: General Media Inquiries  
Dan Reid  
Kristin Starnes

## **Dodge Debuts Plum Crazy Heritage Hue for 2016 Challenger and Charger at Woodward Dream Cruise, Provides Collector-demanded Production Numbers for High-impact Paint Colors**

New 2016 Dodge Challenger 392 HEMI Scat Pack Shaker and Charger R/T Scat Pack Models in Plum Crazy Will Be Shown at the Dodge Display at 13 Mile and Woodward Ave in Royal Oak, Mich.

- Back for a limited-production run, iconic Plum Crazy exterior paint will be made available on 2016 Dodge Challenger and Charger models, including the ultimate-in-performance, 707-horsepower SRT Hellcat models and 485 best-in-class naturally aspirated R/T Scat Pack models
- Originally debuting in 1970, Plum Crazy hue spans several generations of muscle-car collectors and enthusiasts and has been a signature Dodge muscle car color ever since
- Plum Crazy will open in September, one month early for sold orders only on 2016 Dodge Challenger or Charger models with production beginning this November
- Regular dealer orders for Plum Crazy are scheduled to open in October and will only be available for order until the end of the year
- Pulled from the archives: for the first time ever, Dodge brand provides its full production numbers of limited-edition and high-impact hues since Charger and Challenger's return to market in 2006 and 2008, respectively
- Limited-edition models and limited-production paint colors add collectability, accounting for less than 11 percent of the entire global production of Dodge Charger and Challenger to date

August 11, 2015, Auburn Hills, Mich. - Beyond its rich muscle car legacy, which is highlighted today by the Challenger and Charger SRT Hellcat models – the most powerful muscle cars ever, Dodge continues to produce some of the most recognizable high-impact and heritage hues that have ever hit the blacktop. And for this year's Woodward Dream Cruise, Dodge will debut the next limited-edition color from its archive: Plum Crazy.

"Powerful muscle cars painted in impactful colors make Woodward Dream Cruise the perfect setting for Dodge to debut the newest generation Challenger and Charger models in Plum Crazy," said Tim Kuniskis, President and Chief Executive Officer – Dodge Brand and SRT Brand, FCA – North America. "And with our strongest muscle-car arsenal ever, we knew it was time to reach into our Dodge paint code archive and offer our high-performance R/T Scat Pack and SRT Hellcat models in one of the most iconic exterior colors of all time."

### **Plum Crazy: 46 years of Dodge brand's iconic color**

Since 1970, Plum Crazy has been one of the most desired paint colors for the Dodge Challenger and Charger. Today, the enthusiast demand for this heritage hue is stronger than ever – as the signature paint color is directly associated with high collectability and the famed "Mopar-or-no-car" legacy. Add in the widest performance range ever for the 2016 Challenger and Charger, and there hasn't been a better time to paint the Dodge brand's iconic muscle car arsenal in the nostalgic color.

"From the aggressive and in-your-face styling of the SRT Hellcat models, the reverberating black stripes on our Shaker models, to the nostalgic dual A-line side stripes in satin black or gloss white on the R/T Classic model – Plum Crazy further builds on Dodge brand's muscle-car roots and adds to Challenger and Charger's vibrant legacy," said Mark Trostle, Head of Dodge and SRT Design, FCA US LLC.

**Plum Power: up to 485 naturally aspirated, or 707 supercharged horsepower**

Dodge dealers will take orders in September for the 2016 Dodge Challenger or Charger in Plum Crazy, with production beginning this November. Models available with Plum Crazy include:

2016 Dodge Challenger models:

- Challenger SXT Plus
  - 3.6-liter Pentastar V-6 engine with 305 horsepower, standard TorqueFlite eight-speed automatic transmission and 30 mpg on the highway
- Challenger R/T, R/T Plus, R/T Classic, R/T Shaker and R/T Plus Shaker
  - 5.7-liter HEMI® V-8 engine with up to 375 horsepower paired to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission
- Challenger R/T Scat Pack, 392 HEMI Scat Pack Shaker and SRT 392
  - 6.4-liter HEMI V-8 engine with 485 best-in-class naturally aspirated horsepower paired to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission
- Challenger SRT Hellcat
  - 6.2-liter Supercharged HEMI V-8 engine with 707 horsepower – the most powerful power plant ever in a muscle car, mated to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission

2016 Dodge Charger models

- Charger SXT (when equipped with 20-inch wheels)
  - 3.6-liter Pentastar V-6 engine with 292 or 300 horsepower, paired to a standard TorqueFlite eight-speed automatic transmission
- Charger R/T and R/T Road & Track
  - 5.7-liter HEMI V-8 engine with 370 horsepower and paddle-shifting TorqueFlite eight-speed automatic transmission
- Charger R/T Scat Pack and SRT 392
  - 6.4-liter HEMI V-8 engine with 485 best-in-class naturally aspirated horsepower and paddle-shifting TorqueFlite eight-speed automatic transmission
- Charger SRT Hellcat
  - 6.2-liter Supercharged HEMI V-8 engine with 707 horsepower – the most powerful power plant in a muscle car ever – and paddle-shifting TorqueFlite eight-speed automatic transmission

**Released for the first-time ever: production numbers for high-impact hues**

Dodge Challenger and Charger owners are among the most loyal and performance-hungry automotive enthusiasts. These men and women have a deep appreciation for their rides and for the first time ever, the Dodge brand has reached in to its archive to provide these gearheads with the limited-edition and high-impact hues production numbers.

“For years, our Challenger and Charger owners have wanted to know just how unique their rides are, and the team at Dodge wants to further the collectability of these modern muscle machines with the actual production numbers,” added Kuniskis. “From limited-edition models like the Mopar ’10 and Challenger SRT8 Yellow Jacket, to limited-production Challenger and Charger models in high-impact paint colors such as Sublime, TorRed, Go Mango and Green With Envy, we’re excited to share our factory-backed production numbers to our current and future collectors and enthusiasts.”

With nearly 1.5 million Dodge Charger and Challenger models produced since both nameplates returned to market in 2006 and 2008 model years respectively, these limited-edition models and limited-production colors are highly collectable and represent less than 11 percent of the entire global production. Furthermore, each model year is detailed below:

Dodge Charger Limited Edition Paint and Model Production (Global: 2006 to 2015MY)

<b>MODEL YEAR</b>	<b>PAINT DESCRIPTION</b>	<b>PAINT CODE</b>	<b>MODELS</b>	<b>VOLUME</b>
2006MY	Go ManGo	PVE	R/T Daytona	4,210
	Top Banana	PYH	R/T Daytona	4,295
	TorRed	PR3	R/T Daytona	2,326
2007MY	Plum Crazy	PHG	SRT8	300
	Plum Crazy	PHG	R/T Daytona	1,520
	Detonator Yellow	PYB	SRT8	1,000
	Sublime	PFB	R/T Daytona	1,650
	TorRed	PR3	All	6,519
2008MY	B5 Blue	PQD	SRT8	1,000
	Hemi Orange	PLC	R/T Daytona	1,750
	TorRed	PR3	All	8,190
2009MY	Hemi Orange	PLC	SRT8 Super Bee	425
	TorRed	PR3	All	4,516
2010MY	TorRed	PR3	All	6,030
2011MY	Pitch Black	PX8	Mopar '11	1,500
	Toxic Orange	PVG	All	5,205
2012MY	Blue Streak	PCL	All	963
	Stinger Yellow	PYV	SRT8 Super Bee	711
2013MY	Daytona Blue	PB6	R/T Daytona	1,229
	Plum Crazy	PHG	SRT8 and SRT8 Super Bee	152
	Hemi Orange	PLC	SRT8 and SRT8 Super Bee	48
	Copperhead	PLB	SXT and R/T	728
	TorRed	PR3	All	667
2014MY	Plum Crazy	PHG	R/T and SRT	658
	Header Orange	PL4	All	1,638
	Header Orange	PL4	SRT Super Bee	74
	TorRed	PR3	All	7,724
	High Octane Red	PRR	100th Anniversary Edition	1,490
2015MY**	B5 Blue	PQD	SXT, R/T and SRT	2,978
	TorRed	PR3	SXT, R/T and SRT	2,272
Total Dodge Charger limited-edition models and paint colors				71,768

Dodge Challenger Limited Edition Paint and Model Production (Global: 2008 to 2015MY)

<b>MODEL YEAR</b>	<b>PAINT DESCRIPTION</b>	<b>PAINT CODE</b>	<b>MODELS</b>	<b>VOLUME</b>
2008MY	Hemi Orange	PLC	SRT8	4,092
2009MY	Hemi Orange	PLC	R/T & SRT8	6,029
	B5 Blue	PQD	R/T Classic & SRT8	1,419
	TorRed	PR3	All	4,677

2010MY	Hemi Orange	PLC	R/T & SRT8	3,514
	Plum Crazy	PHG	R/T Classic & SRT8	2,741
	B5 Blue	PQD	R/T Classic & SRT8	2,031
	Furious Fuchsia	PHP	R/T Classic & SRT8	1,527
	Detonator Yellow	PYB	R/T Classic & SRT8	1,483
	TorRed	PR3	All	6,694
	Brilliant Black	PXR	Mopar '10	601
2011MY	Deep Water Blue	PBS	SRT8 392 Inaugural Edition	863
	Bright White	PW7	SRT8 392 Inaugural Edition	731
	Green with Envy	PGE	R/T Classic & SRT8	1,532
	Toxic Orange	PVG	All	4,683
2012MY	Header Orange	PL4	SXT, R/T and SRT8	2,225
	Blue Streak	PCL	All	2,154
	Stinger Yellow	PYV	R/T Classic & SRT Superbee	1,819
2013MY	Plum Crazy	PHG	R/T Classic & SRT	1,769
	Hemi Orange	PLC	R/T & SRT	1,103
	TorRed	PR3	R/T & SRT	377
2014MY	Plum Crazy	PHG	R/T Classic/Shaker & SRT	1,320
	Header Orange	PL4	All	3,178
	High Octane Red	PRR	100th Anniversary Edition	1,715
	TorRed	PR3	All	4,966
	Pitch Black	PX8	Mopar '14 Shaker	60
	Bright White	PW7	Mopar '14 Shaker	51
2015MY**	Sublime	PFB	All	6,208
	B5 Blue	PQD	All	3,152
	TorRed	PR3	All	6,747
Total Dodge Challenger limited-edition models and paint colors				79,461

\*\* 2015 MY volume is actual built units thru 7/31/2015

### Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

2021 marks the year that Dodge is distilled into a pure performance brand, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup. For the 2021 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the new 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the new 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS). The Dodge brand also ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market). These results are historic because it marks the first time a domestic brand has earned top spots in both J.D. Power studies in the same year.

Dodge is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit [www.fcagroup.com](http://www.fcagroup.com).

**Follow Dodge//SRT and FCA news and video on:**

Company blog: <http://blog.fcanorthamerica.com>

Media website: <http://media.fcanorthamerica.com>

Dodge brand: [www.dodge.com](http://www.dodge.com)

DodgeGarage: [www.dodgegarage.com](http://www.dodgegarage.com)

Facebook: [www.facebook.com/dodge](http://www.facebook.com/dodge) or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: [www.instagram.com/dodgeofficial](http://www.instagram.com/dodgeofficial) or [www.instagram.com/FiatChrysler\\_NA](http://www.instagram.com/FiatChrysler_NA)

Twitter: [www.twitter.com/dodge](http://www.twitter.com/dodge) or [www.twitter.com/FiatChrysler\\_NA](http://www.twitter.com/FiatChrysler_NA)

YouTube: [www.youtube.com/dodge](http://www.youtube.com/dodge) or [www.youtube.com/fcanorthamerica](http://www.youtube.com/fcanorthamerica)

-###-

Additional information and news from FCA are available at: <http://media.fcanorthamerica.com>