

Contact: Kristin Starnes

Dan Reid

Go Mango: Dodge Launches Modernized Exterior Heritage Color for 2016 Challenger and Charger SRT Muscle Cars

- Dodge continues to answer enthusiast demand with the latest heritage-inspired exterior paint color
- Dealers can begin ordering Go Mango immediately on Charger and Challenger SRT models

March 14, 2016, Auburn Hills, Mich. - “Plum Crazy” purple, “B5 Blue” and “Sublime” green Dodge Charger and Challenger muscle cars have recently been streaming out of the FCA US Brampton Assembly Plant, bringing a sense of nostalgia and powerful bursts of high-impact paint color to highways and dragstrips across the country.

Now, new for spring 2016 and shown for the first time this past weekend at the 11th annual Spring Festival in Irvine, Calif., Dodge is expanding its color palette with a new, modernized version of Go Mango exterior paint on 2016 Dodge Challenger and Charger SRT models. Dealers can begin ordering Go Mango immediately.

Go Mango was first introduced by Dodge on the iconic 1970 Challenger. Following a limited production run in 2006 on specific Charger R/T Daytona models, and more recently featured on the 2016 Dodge Dart, the next generation of the legendary and limited-edition exterior hue combines orange and red tones into a high-impact color that showcases the legendary Dodge performance attitude.

“Powerful performance cars like our Dodge Charger and Challenger demand high-impact colors,” said Tim Kuniskis, Head of Passenger Car Brands – Dodge, SRT, Chrysler and FIAT, FCA – North America. “Dodge muscle cars have a long history of unique paint colors with iconic names, and we’ll continue to reach back into our paint code archive to give our enthusiast customers what they want.”

Go Mango is now available exclusively on the following 2016 Dodge Challenger and Charger models:

- Challenger SRT 392 and SRT Hellcat – dealers orders open immediately
- Charger SRT 392 and SRT Hellcat – dealers orders open immediately

About the 2016 Dodge Challenger

The Dodge and SRT brands offer the most complete lineup of muscle cars in the market, including the 2016 Dodge Challenger SXT with its standard powerful and fuel-efficient Pentastar V-6 engine combined with the TorqueFlite eight-speed transmission that delivers 305 horsepower and an estimated 30 miles per gallon on the highway; the 2016 Dodge Challenger R/T with the high-torque 5.7-liter HEMI® paired with the TorqueFlite eight-speed or six-speed manual transmission; and the 6.4-liter HEMI Challenger R/T Scat Pack that delivers 485 horsepower and 475 lb.-ft. of torque with the TorqueFlite eight-speed or six-speed manual. The 2016 Dodge Challenger SRT 392 adds six-piston Brembo® front brakes, adaptive damping suspension and SRT Drive Modes to the same 6.4-liter naturally aspirated HEMI powerplant, while the Challenger SRT Hellcat with its 707-horsepower supercharged 6.2-liter HEMI V-8 engine is the most powerful and fastest muscle car ever.

About the 2016 Dodge Charger

As the most successful four-door fastback-styled muscle car on the market, the aggressively styled 2016 Dodge Charger remains in a class of its own, delivering performance, technology and refinement thanks to its TorqueFlite eight-speed automatic transmission that is standard on every model – from the SE to the SXT, R/T, R/T Road & Track, R/T Scat Pack, SRT 392 and the SRT Hellcat. The 2016 Charger also offers a full range of fuel-efficient and powerful engine options, including the award-winning 3.6-liter V-6 Pentastar engine, which delivers up to 31 highway miles per gallon on SE and SXT models; the legendary 370-horsepower 5.7-liter HEMI® V-8 on the R/T; the 6.4-liter HEMI V-8, which punches out a best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque in the SRT

392 and R/T Scat Pack models, and the 6.2-liter supercharged HEMI Hellcat V-8 engine. The Charger SRT Hellcat delivers ultimate performance with 707 horsepower, 650 lb.-ft. of torque, a top speed of 204 miles per hour, and a National Hot Rod Association (NHRA)-certified, quarter-mile elapsed time of 11.0 seconds on street tires, making it the quickest, fastest and most powerful sedan in the world.

About 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 proudly offers a complete lineup of performance vehicles that stand out in their own segments. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to America's only four-door muscle car. The 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2020 Dodge lineup also features the 2020 Dodge Challenger SRT Hellcat Redeye, 2020 Dodge Challenger SRT Hellcat, the Challenger R/T Scat Pack Widebody and the 2020 Challenger R/T Scat Pack 1320. The 2020 Dodge Durango SRT, the fastest, most powerful and most capable American three-row SUV, completes the brand's performance lineup. These visceral performance models join a 2020 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger. 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.

Follow Dodge, SRT and FCA US news and video on:

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

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

Dodge brand: www.dodge.com

Dodge Garage: www.dodgegarage.com

Facebook: www.facebook.com/dodge or <https://www.facebook.com/FiatChrysler.NorthAmerica/>

Instagram: www.instagram.com/dodgeofficial or www.instagram.com/FiatChrysler_NA

Twitter: www.twitter.com/dodge or www.twitter.com/FiatChrysler_NA

YouTube: www.youtube.com/dodge or www.youtube.com/fcanorthamerica

-###-

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