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Dodge Challenger 50th Anniversary Celebration Continues With New Options for Muscle Car Season

- New 50th Anniversary Commemorative Edition, available on Challenger R/T, R/T Scat Pack and R/T Scat Pack Widebody models, offers select 50th anniversary limited-edition touches, not limited in production
- Smoke Show is one of five new exterior color options for 2020 Dodge Challenger and Charger models, joining Hellraisin, Sinamon Stick, Frostbite and limited-edition Gold Rush
- Dealer orders for new 2020 Dodge Challenger Commemorative Edition open this month. Vehicles scheduled to start arriving in Dodge//SRT dealerships in fall of 2020

June 5, 2020, Auburn Hills, Mich. - Muscle car season is in full swing and Dodge is continuing the 50th anniversary celebration of the Dodge Challenger with a new 50th Anniversary Commemorative Edition and a new color option.

Not limited in production, everyone has a chance to join in the 50th anniversary celebration with the Commemorative Edition, which is available on the [2020 model-year Challenger](#) R/T, R/T Scat Pack and R/T Scat Pack Widebody models.

The Celebration Continues With Challenger 50th Anniversary Commemorative Edition

With its heritage design, unmatched power and everyday livability, the Challenger is a true GT car and every bit as beloved and relevant to today's consumer as the first generation was 50 years ago. The 50th Anniversary Commemorative Edition features select limited-edition 50th anniversary touches, including:

- Satin Black hand-painted hood and black-wrapped roof and decklid
- Model-specific fender badges and "Challenger 50th Anniversary" grille and spoiler badges in "Gold School" finish
- Illuminated Air Catcher headlamps with LED-illuminated "50" logos
- Satin Black fuel-filler door with heritage "FUEL" lettering
- Satin Black "DODGE" taillamp badge
- Instrument panel (IP) badge with "Challenger50" logo
- "Gold School" wheels are also featured on the Commemorative Edition:
 - 20-inch by 9-inch on Challenger R/T models
 - 20-inch by 9.5-inch on Challenger R/T Scat Pack models; optional on R/T models with Performance Plus Group
 - 20-inch by 11-inch on the Challenger R/T Scat Pack Shaker Widebody model

The Commemorative Edition features Gunmetal brake color when fitted with Brembo brakes, available on R/T, standard on R/T Scat Pack and R/T Scat Pack Widebody.

Featuring a throwback-inspired interior with 50th anniversary details, the Commemorative Edition invokes a sense of nostalgia in the modern, athletic cockpit of the Challenger. Inside, the Commemorative Edition features:

- Heated and ventilated Nappa leather and Alcantara suede performance seats with sepia accent stitching and embroidered "50" logo seat backs
- Alcantara door bolsters with sepia accent stitching
- Real carbon fiber IP and console bezels with a copper weave
- Sepia accent stitch on the IP, door panels and armrest, center console lid, seat faces and the leather, flat-bottom steering wheel
- White-faced gauges with yellow accents

- Startup animation Electronic Vehicle Information Center screen showcasing 1970 Challenger
- Premium berber floor mats with an embroidered "50" logo

While the Challenger [50th Anniversary Limited Edition](#) is available in all of Dodge's high-impact color options, the Commemorative Edition palette is available only in Smoke Show (new), Granite, Indigo Blue, Octane Red, Pitch Black, Triple Nickel and White Knuckle.

The Commemorative Edition has a starting U.S. manufacturer's suggested retail price (MSRP) of \$4,995. Dealer orders are now open for 2020 Dodge Challenger models, including the 50th Anniversary Edition. Orders for the Commemorative Edition open in June. Vehicles are scheduled to start arriving in Dodge//SRT dealerships this fall.

Vehicle	Commemorative Edition Option U.S. MSRP
Challenger R/T	\$4,995
Challenger R/T Scat Pack	\$5,495
Challenger R/T Scat Pack Widebody	\$11,495 (includes \$6,000 Widebody Package)

Note: All prices exclude \$1,495 destination charge.

Official Driving School of Dodge//SRT

The Bob Bondurant School of High Performance Driving in Chandler, Arizona, is the Official High-performance Driving School of Dodge//SRT. One full-day session of high-performance driving with professional instruction and time on the track is available as a no-cost option when placing an order for a Challenger 50th Anniversary Commemorative Edition. For more information, visit dodgegarage.com/track-experience.

Dodge Muscle Car Color Palette Heats Up This Summer

Smoke Show joins the Dodge color lineup, one of five new color options for Dodge Challenger and [Charger models](#), joining Hellraisin, Sinamon Stick, Frostbite and limited-edition Gold Rush for the 2020 model year. All five of these new production colors were first shown as concept colors two years ago at the FCA Design Color Clinic at the 13th annual Spring Festival of the LXs, voted as the top colors by enthusiasts and made it into production.

Dealers can begin ordering Smoke Show on 2020 Dodge Challenger and Dodge Charger models this month. Hellraisin, Frostbite and Sinamon Stick are currently available for dealer orders.

About 2020 Dodge Challenger

Dodge delivers the industry's most powerful and capable muscle car lineup with the 2020 Dodge Challenger. From the most powerful, quickest and fastest muscle car — the "Demon-possessed" 797-horsepower SRT Hellcat Redeye — to 303-horsepower V-6 efficiency and class-exclusive all-wheel-drive (AWD) capability, Challenger is unrivaled when it comes to sheer horsepower, all-weather capability and overall interior roominess. Dodge Challenger is a true GT car. Its heritage design, unmatched power and everyday livability combine to make this authentic but modern Dodge muscle car every bit as beloved and relevant to today's consumer as the first generation was 50 years ago.

Eight distinct models make up the vehicle lineup for 2020: SXT, SXT AWD, GT, GT AWD, R/T, R/T Scat Pack, SRT Hellcat and SRT Hellcat Redeye. Numerous packages offer all the upgrades, unique heritage cues and performance features that Dodge//SRT customers crave.

The 2020 Dodge Challenger offers a full range of engine options, including the award-winning 3.6-liter Pentastar V-6 on SXT, SXT AWD, GT and GT AWD models, the legendary 5.7-liter HEMI® V-8 on R/T models, the naturally aspirated 392 HEMI V-8 on R/T Scat Pack models, which offers the most muscle for the dollar-priced less than \$40,000, the supercharged 6.2-liter HEMI V-8 on SRT Hellcat and a supercharged 6.2-liter HEMI high-output V-8 on SRT Hellcat Redeye.

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+

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 June 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). 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.

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