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2014 Dodge Dart Named Car Book “Best Bet”

- 2014 Dodge Dart records near-perfect overall rating
- Second consecutive year Dodge Dart named “Best Bet”
- Latest in string of prestigious awards, ranging from IIHS Top Safety Pick and Strategic Vision’s “Most Loved,” to Connected World magazine’s 2014 Connected Car of the Year
- 2014 Dodge Dart’s performance enhanced by more than 60 available safety and security features, including 10 standard-equipment air bags – unsurpassed in its segment
- 68-percent high-strength-steel content-ratio among highest in industry
- Delivers highway fuel economy of up to 41 mpg – with fun and flair

March 3, 2014, Auburn Hills, Mich. - The 2014 Dodge Dart has been named a “Best Bet” in the compact car category of this year’s edition of The Car Book.

It is the second consecutive year the Dart has been so honored.

The recognition is based on an analysis of wide-ranging information collected from government and independent sources. The analysis is conducted by The Car Book and the Center for Auto Safety and considers crash test results, safety features, rollover rating, preventative maintenance schedules, repair costs, warranty coverage, fuel economy, complaint data and insurance costs.

The 2014 Dodge Dart achieved an overall score of “9.” The highest possible score is “10.”

“The Car Book’s recognition of the Dart as a ‘Best Bet’ for two years running confirms what our customers are telling us,” said Tim Kuniskis, President and CEO—Dodge Brand. “The Dodge Dart has unique combination of distinctive styling, fun-to-drive performance, up to 41 mpg, segment-leading safety features, and easy-to-use technology, all combined, making it a tremendous value.”

The 2014 Dodge Dart scored “9” for having low repair costs, and “8” in the key categories of warranty coverage, rollover rating, fuel economy and crash tests.

The 2014 Dart recently was named a Top Safety Pick by the Insurance Institute for Highway Safety. The car also boasts a 5-star rating – the highest possible assessment – in the National Highway Traffic Safety Administration’s crash-testing program.

The Dodge Dart also tops the compact car segment in total quality, according to Strategic Vision Total Quality Index

The Dart’s performance is enhanced by more than 60 available safety and security features. The list includes 10 standard-equipment air bags, a total unsurpassed in the compact-car segment.

The 2014 Dodge Dart further benefits from a high-strength-steel content-ratio of 68 percent, one of the highest in the industry.

Equipped with a 1.4-liter turbocharged, intercooled I-4 engine with MultiAir electro-hydraulic valve-actuation and six-speed manual transmission, the Dart also earns a highway fuel-economy rating of 41 miles per gallon (mpg).

"We appreciate the fact that Dodge has made a significant contribution to improving the market choices for the American car buyer," says The Car Book's Jack Gillis. "The fact that your vehicles have the quality and features most important to today's car buyer is a testament to your desire to meet customer needs."

Being named a "Best Bet" in The Car Book is the latest accolade bestowed on the Dodge Dart. Its celebrated Uconnect hands-free navigation and communication technology earned 2014 Connected Car of the Year honors from Connected World Magazine.

The award was given in the small car category. The Dodge Dart is considered a small car, but its total interior volume of 97.2 cu. ft. (2.75 cu m) rivals that of mid-size cars, according to U.S. Environmental Protection Agency classifications.

Strategic Vision also recently listed the 2014 Dart among its "Most Loved Vehicles in America." Ratings are based on calculations that consider vehicle attributes and performance, and customer attitude.

Dodge Dart

The 2014 Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots. It's crafted with high-quality materials and loaded with state-of-the-art technology and class-leading safety features. The new Dart GT model builds on that foundation and offers attributes compact car buyers appreciate, such as a 2.4 liter engine with 184 horsepower, a sport-tuned suspension, available hyper black 18-inch aluminum wheels, along with class-exclusive features like an 8.4-inch Uconnect touchscreen media center and LED racetrack taillamps. The Dart provides drivers with the ultimate combination of power, efficiency, technology and style, all for a starting U.S. MSRP of just \$15,995.

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 a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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