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All-new 2011 Dodge Charger: World-class Performance, Precision And Technology With An Iconic Soul

- With its iconic four-door fastback coupe design, efficient power, technology and execution of the world's best E-segment sedans, the all-new 2011 Dodge Charger targets customers who are young at heart and passionate about performance driving
- Efficient dynamics: all-new 3.6-liter Pentastar V-6 engine provides Dodge Charger SE with 63 percent more standard horsepower, 36 percent more standard torque and uncompromised fuel economy compared with its predecessor
- Complete performance: world-class structural stiffness contributes to world-class ride and handling, new Dodge-tuned second-generation E-segment chassis architecture delivers maximum grip for a 0.90 g on the skid pad, and legendary 5.7-liter HEMI® V-8 engine with FuelSaver Technology delivers efficiency, 370 best-in-class power, 0-60 mph performance in under 6 seconds and 25 highway mpg
- Developed with Design for Six Sigma (DFSS) and built with world-class craftsmanship, the 2011 Dodge Charger delivers exceptional interior quietness, state-of-the-art technologies and premium materials once limited to elite European sport sedans

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With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship, and it proudly delivers premium, world-class E-segment sedan precision at an incredible value.

"Dodge is changing the rules of the game, and the all-new 2011 Charger embodies the brand's promise to deliver American performance machines that deliver world-class efficiency, technology, authentic materials and standout styling for our customers, who like us, are young at heart and make driving a priority," said Ralph Gilles, President and CEO ï¾¾ Dodge Brand, Chrysler Group LLC. "With its all-new fastback four-door coupe proportions, iconic styling to excite enthusiastic Dodge fans, benchmark performance and precision handling, the latest in-car technology and high-quality execution and materials, the Charger is loaded with attitude and innovation, and delivers an extreme dose of value."

FOUR-DOOR FASTBACK COUPE STYLING WITH ICONIC DODGE PERFORMANCE CUES

The efficient and aerodynamic exterior of the 2011 Dodge Charger is heavily inspired by the classic second-generation Charger from the late 1960s, featuring a design that is sure to strike the emotional chords of Dodge performance enthusiasts of all generations.

With its sinister "ready to attack the road" face, the all-new Dodge Charger puts the world's best E-segment sedan competitors between its new "split crosshair" signature grille. This highly detailed grille design is more intricate with a black satin inset set into the chromed surrounds. A split hexagon designed grate sets behind the chromed grille and carries the new "Dodge" nameplate.

With direct design influence from the 1968 to 1970 Dodge Charger coupes, the aluminum hood features dual "scallops" that bring a sculptured, performance look to the front end. The design heritage continues with large bodyside scallops that deliver a striking A-line across the doors and hark back to Dodge Charger's high-performance heritage. Running front-to-rear is the signature horizontal "coke bottle" door and body-side shape that provide front and rear fenders with muscular proportions for a menacing silhouette.

The flared bodysides of the Dodge four-door fastback coupe are dramatically pronounced, providing 6 inches of offset between the roof rails and shoulder lines, and giving the all-new Dodge Charger its "planted" performance stance, reminiscent of the second-generation coupes. With its performance-sculpted surfaces surrounding the wheels, Dodge Charger's tire-to-body fitment has been tightened by a full 8 mm versus the previous model to deliver a stronger, more athletic appearance and improve aerodynamics. A deck-lid spoiler improves aerodynamics and Dodge attitude. It is available on the Charger SE and standard on Charger R/T.

Defining the fastback's wide stance is an all-new signature taillamp design that incorporates 164 illuminating LEDs to form its signature "racetrack" graphic and gives the new Charger its unmistakable character from blocks away.

PERFORMANCE INFUSED COCKPIT WITH WORLD-CLASS CRAFTSMANSHIP AND MATERIALS

The 2011 Dodge Charger's interior cockpit is meant to be an enthusiast office. The all-new design features premium materials throughout.

Transmitting the chassis' world-class feel of the road, the all-new Charger features a new thick-rimmed three-spoke Dodge steering wheel for enhanced performance feel and grip.

Crafted in world-class materials, Charger's passengers are surrounded with comfort, craftsmanship and style, thanks to premium soft-touch materials and four available distinct interior color combinations. The all-new 2011 Dodge Charger's state-of-the-art Uconnect® Touch integrates world-class infotainment and convenience technologies to keep passengers connected, comfortable and secure.

From segment-leading Garmin® navigation, to dual-zone climate controls and the ability to check fuel prices with the integration of available SIRIUS Travel Link, Uconnect Touch delivers an excellent experience for Charger's driver and passengers.

DESIGNED FOR ENTHUSIASTS WHO WANT WORLD-CLASS PERFORMANCE WITH THE SEGMENT'S NEW ATTITUDE OF EFFICIENCY

The all-new 2011 Dodge Charger is designed and targeted to appeal to enthusiasts who want standout styling with power, performance, comfort and the space and safety technologies for their young families or lifestyle needs.

Buyers of the 2011 Dodge Charger are highly motivated and extroverted individuals who are young at heart. The all-new Charger meets their demands for a vehicle that can deliver fun-to-drive handling, performance, iconic fastback coupe styling and world-class execution with the efficiency and technology to do more.

ENERGIZED LINEUP WITH LIFESTYLE PACKAGES EQUIPPED WITH PERFORMANCE, TECHNOLOGY AND EXCITEMENT

The all-new 2011 Dodge Charger is available in the United States in three models: Dodge Charger SE, Dodge Charger R/T and Dodge Charger R/T AWD.

With more standard equipment than its direct standard full-size segment competitors, the 2011 Dodge Charger SE model is well-equipped for the individual who is looking for standout styling, efficient performance, precision handling, comfort and refinement at an extraordinary value.

Delivering 370 best-in-class horsepower with its legendary 5.7-liter HEMI V-8 engine with four-cylinder mode Fuel Saver Technology, performance-tuned suspension with larger performance-disc brakes and standard Uconnect Touch 8.4, the all-new 2011 Dodge Charger R/T is designed for the customer who demands V-8 power, rail-like handling and state-of-the-art technology. And for maximum all-season traction with world-class ride and technology, the all-new 2011 Dodge Charger R/T AWD is a true year-round performance car.

In addition, Dodge offers distinct lifestyle packages (Rallye, Rallye Plus, R/T Plus, R/T Road & Track and R/T Max) designed to give Charger customers high-value content for their specific needs.

WORLD-CLASS POWERTRAINS OFFERING BEST-IN-CLASS AVAILABLE POWER

The all-new 2011 Dodge Charger features two uncompromised, high-performance engines that deliver world-class levels of power, refinement, technology and fuel efficiency.

Engineered to perform, the all-new 2011 Dodge Charger SE features one all-new world-class V-6 engine instead of the previous two. The new 3.6-liter Pentastar V-6 engine delivers 292 horsepower (up 63 percent) and 260 lb.-ft. of torque (up 36 percent) compared with the previous entry-level 2.7-liter V-6 engine.

And when compared to the previous high-output 3.5-liter V-6 engine, the new Pentastar V-6 engine produces 42 more horsepower (up 16 percent), and 10 lb.-ft. more torque.

For maximum thrills and best-in-class power, the Charger R/T's legendary 5.7-liter HEMI V-8 engine with Fuel Saver Technology delivers 370 horsepower, an unforgettable throaty exhaust note 0-60 mph performance in less than 6 seconds.

The all-new 2011 Dodge Charger R/T AWD model features a segment-exclusive active transfer case and front-axle disconnect system to improve fuel economy by up to 5 percent. No other major automotive manufacturer offers the combination of these two independent technologies. Dodge Charger's innovative AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

NEW SECOND-GENERATION E-SEGMENT SUSPENSION DELIVERS WORLD-CLASS RIDE AND HANDLING
As the Dodge brand's performance flagship, the chassis of the all-new 2011 Dodge Charger is designed, engineered and fine-tuned to deliver a level of quality, capability and refinement that rivals the very best European, Asian and North American E-segment sedans.

Performance handling requires maximum grip, and the all-new Dodge Charger now holds a 0.90 g. Aiding in the fastback four-door coupe's improved road-holding capabilities is a more aggressive front- and rear-camber geometry. Set at -1.0 degrees in the front and -1.75 degrees in the rear, Dodge Charger is set up for high-speed cornering with its tires leaning inboard at the top relative to the body.

All-new premium hydrobushings combined with new monotube shock absorbers, spring rates and redesigned front and rear multi-link suspension geometries provide the 2011 Dodge Charger with exceptional performance handling dynamics, smooth braking characteristics and a comfortable, smooth ride.

No matter what the road conditions, the all-new 2011 Dodge Charger R/T AWD looks even newer with a 0.5-inch (13 mm) tighter tire-to-fender fitment, a 0.15-inch (4 mm) lowered overall ride height and larger 19-inch wheels with P235/55R19 all-season performance tires. Beyond its lower center of gravity, the Dodge Charger R/T AWD features improved handling with new upper- and lower-control arms and shock-absorber bushings. In addition new half shafts feature high-precision bearing units that are sealed for added quality and durability.

Transmitting the 2011 Dodge Charger's maximum grip and responsiveness to the driver is an all-new electro-hydraulic power steering (EHPS) system that features 25 percent quicker steering, precision road feel and improved on-center tracking while reducing steering noise and fuel consumption.

WORLD-CLASS STRUCTURAL STIFFNESS PROVIDES A QUIET, CONFIDENT AND SECURE RIDE
Engineered and executed to deliver world-class sport sedan characteristics, the all-new 2011 Dodge Charger features a solid, stable and true "command-of-the-road" feeling, while delivering world-class structural stiffness, exceptional interior quietness, 15 percent improved visibility and is capable of achieving high crashworthiness ratings.

The all-new 2011 Dodge Charger combines advanced steels, nylon composites and Chrysler Group's new second-generation rear-wheel-drive E-segment architecture for maximum structural stiffness. This world-class torsional strength contributes to the seventh-generation Dodge Charger's tighter and stiffer characteristics and provides the driver with an added sense of confidence and control during higher speed maneuvers.

Maximizing its rigid body structural design, Dodge Charger engineers were able to tune the cabin for sound quality (rather than sound level) by isolating powertrain, road and wind noise. In addition, Charger's unibody packages material and structural design improvements, including dual-pane acoustic windshield and front-door side glass, body-cavity silencing foam, under-flush rolled-framed door with triple seals and new acoustic wheel-well liners to absorb road noise and quiet the cabin. Combined, these design improvements place the all-new Dodge Charger's

interior sound quality among the best in the E-segment.

STATE-OF-THE-ART CONNECTIVITY AND INFOTAINMENT

The all-new 2011 Dodge Charger's Uconnect Touch integrates world-class infotainment and convenience technologies to keep passengers connected, comfortable and secure.

The all-new Uconnect Touch illustrates tangible results from the company's extensive research and development. During the development of the all-new Uconnect Touch, Chrysler Group engineers visited, observed and recorded more than 4,100 owners of the best E-segment vehicles from Europe, Asia and North America to see how they interacted with their in-vehicle audio and navigation systems, as well as find out what they really want and need from a multimedia and infotainment system. The result: four high-quality next-generation infotainment models that are easy to use and simplify how passengers interact with different radio, media, climate control and navigation technologies.

From touchscreen navigation to dual-zone climate controls, to the ability to check fuel prices, Uconnect Touch makes life in the all-new 2011 Dodge Charger an excellent experience for the driver and passengers. Dodge Charger offers four Uconnect Touch (4.3, 4.3S, 8.4 and 8.4N) models, all featuring easy-to-use controls to provide class-leading technology. With its touch-screen display and user-friendly touch-key categories, information on the Uconnect Touch is clearly displayed and connecting and controlling personal mobile devices is simple.

The premium Uconnect Touch 8.4N model enables more customer-convenient amenities than ever before, including the integration of segment-leading Garmin navigation and SIRIUS Travel Link with real-time fuel prices, movie listings, sports updates and weather.

Turning the all-new 2011 Dodge Charger into a mobile "hot spot," available Uconnect Web provides instant access to websites, e-mail, personalized music, online gaming, photo albums and more. The wireless system provides high-speed data transfer and flexibility, combining Wi-Fi and 3G cellular connectivity for a new level of wireless technology.

MORE THAN 65 SAFETY AND SECURITY FEATURES PROVIDE ENHANCED DRIVER CONFIDENCE

The all-new 2011 Dodge Charger features more than 65 safety and security features, including standard Keyless Enter-N-Go and electronic stability control (ESC) with segment-exclusive Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance both on and off the track.

Safety and security features available for the first time on the Dodge Charger include adaptive-cruise control (ACC) with Forward Collision Warning (FCW), Blind-spot Monitoring (BSM) with Rear Cross Path (RCP) detection and ParkView® rear backup camera with grid lines, all designed to give the driver added confidence while behind the wheel.

In addition, standard front-row reactive head restraints, standard full-length side-curtain air bags, driver's knee bag and standard front seat-mounted side-thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

WORLD-CLASS PERFORMANCE, EXECUTION AND REFINEMENT

As the Dodge brand's all-new flagship four-door coupe, the 2011 Charger exemplifies how Chrysler Group is applying strict targets for world-class performance, quality, technology and refinement.

As Chrysler Group defines it, performance quality measures how well a vehicle performs compared with its competition. Dodge Charger engineers evaluated more than 320 physical characteristics of best-in-class sport sedans from Europe, Asia and North America, and then established criteria for the four-door fastback to compete as a world-class performance sedan. Criteria such as acceleration, braking, handling, seat comfort, quietness, storage space and fuel economy were benchmarked in the team's research.

The Dodge Charger's world-class structural stiffness provides the foundation for its world-class handling and dynamic driving performance. With respect to ride quality, precision steering and performance handling, the Charger was designed and validated to meet or exceed the performance standards of premium brands such as BMW and Lexus. In addition, the Charger team used Design for Six Sigma (DFSS) principles and more than 4,100 customer "wants," which were integrated in the vehicle design and performance quality targets. Consumer products designed using DFSS generally are expected to better match customer desires and offer higher quality.

Significantly refined compared with its predecessor, the 2011 Dodge Charger was designed to match the noise, vibrations and harshness (NVH) performance of the benchmark vehicle in its class, the BMW 5-series - a vehicle that costs thousands of dollars more. Evaluations in Chrysler Group's state-of-the-art aerodynamic and acoustic test facilities showed that Dodge engineers not only met their goal, but achieved quieter levels than other E-segment competitors.

To validate the design, Dodge engineers tested the Charger for more than 7 million miles during its reliability and durability evaluation in the company's scientific labs, at the proving grounds and on public roads in various climates. Engineers also studied and set performance quality targets for more obscure vehicle attributes such as tire wear, door sound, windshield-wiper performance, trunk lighting and outward visibility - among hundreds of other things.

WORLD CLASS MANUFACTURING (WCM) TRANSFORMS BRAMPTON TO LAUNCH THE ALL-NEW CHARGER
For the Brampton plant, the launch of the all-new 2011 Dodge Charger will be world class.

In preparation for the launch of the Dodge Charger, employees at Chrysler Group LLC's Brampton Assembly Plant, located outside of Toronto, began transforming the facility as part of World Class Manufacturing (WCM), an extensive and thorough process to restore all facilities to their original and maximum functionality.

While Chrysler Group implemented manufacturing programs in the past, what makes WCM different is that it fully engages people in eliminating waste and empowers them to take ownership of the process.

To further improve the all-new Dodge Charger's quality, a new Metrology Center was installed at Brampton. Used throughout the Fiat system, the $20 million, 35,000 square-foot facility reflects the company's heightened dedication to quality. Brampton joins Jefferson North Assembly Plant as one of the first Chrysler Group facilities and one of only a few Canadian automotive manufacturing facilities to utilize such technology.

The Metrology Center employs more than 30 people, who are responsible for measurement and validation of the body geometry. The tools within the Metrology Center are used to verify the capability of the vehicle's entire sheet metal structure to the smallest of tolerances, as small as a human hair. The aim is to identify possible deviations between the product and the process.

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