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## **Iconic Character From The Past, Contemporary Four-door Fastback Coupe Styling Designed for Tomorrow**

- The all-new 2011 Dodge Charger's customer-focused development delivers the attributes of the world's best E-segment sedans with Dodge styling and performance
- Sculpted exterior features iconic Charger styling, unique four-door fastback silhouette and world-class execution for aerodynamic efficiency
- Driver-focused interior cockpit with state-of-the-art Uconnect<sup>®</sup> Touch, world-class materials and precision design details is an enthusiast's office

November 14, 2010, Auburn Hills, Mich. - With its sinister looks and great proportions, the all-new 2011 Charger combines standout design with world-class precision to deliver a modern four-door fastback coupe profile that celebrates iconic Dodge design cues, legendary power and world-class performance handling.

"The design DNA of the Dodge Charger is so distinguishable, so iconic and so daring, that generations of Americans - even non-car enthusiasts - subconsciously identify with this legendary performance car," said Joe Dehner, Head - Dodge & Ram Design, Chrysler Group LLC. "From the moment you see its 'coke bottle' design and scalloped body lines, fastback styling with an aggressively wide, charging stance and signature LED 'racetrack' themed taillamps, the all-new 2011 Dodge Charger screams legendary icon with world-class performance and innovation."

Inspired by its performance-enthusiast roots when Charger was first launched more than 40 years ago, the oldest nameplate in the Dodge product lineup successfully pays homage to past muscle cars while offering distinctly modern all-new exterior and interior appointments.

### **MENACING, AERODYNAMIC EXTERIOR WITH ICONIC BODY LINES**

The all-new exterior of the 2011 Dodge Charger is spiritually inspired by the iconic second-generation Charger from the late 1960s, featuring a design that is sure to strike an emotional chord with Dodge performance enthusiasts of all generations.

"Our all-new 2011 Dodge Charger incorporates the essence of the second-generation Chargers with world-class execution in a fastback, four-door coupe silhouette," said Dehner. "The early Chargers have a cult-like following that still exists today. These cars are instantly recognizable with the menacing look and unmistakable 'coke-bottle' designs that remain true to the Dodge brand today."

The Charger's profile is also a modern affair, a result of countless hours in the wind tunnel and the implementation of a host of aerodynamic applications, including its lowered hood line, radically raked backlight, extensive underbody shielding, flared bodyside sills, faster swept windshield and tighter wheel openings. As a result, the all-new Charger effortlessly cuts through the air with its attitude intact and features a 0.29 (Cd), an 8 percent improvement in coefficient of drag for enhanced fuel efficiency compared with the model it replaces.

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.

Quad halogen reflector headlamps are standard on the 2011 Dodge Charger SE, while 60 mm high-intensity discharge (HID) projector headlamps are standard on Dodge Charger R/T and available on Pentastar V-6 powered Charger SE with Rallye and Rallye Plus packages. Reflector headlamp bezels are gloss black for a premium and

aggressive appearance that establishes design harmony between the lamps and grille. Projector lamps carry chrome bezels with acrylic surround applications that deliver a three-dimensional translucent layering effect. Within the front body-color fascia, circular fog lamps provide extra lighting for improved visibility of the road ahead.

With direct design influence from the 1968 to 1970 Dodge Charger coupes, the 2011 Charger's all-new sculpted body is a conscious nod to its deep heritage and muscle-car roots. The aluminum hood features dual "scallops" that bring a 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 iconic horizontal "coke bottle" door and bodyside styling that creates a tapered silhouette accented with muscular front and rear fenders to give the Dodge Charger one of the most distinct profiles on the road.

Contributing to its sleek daylight opening and four-door fastback coupe design, the all-new 2011 Dodge Charger features rolled-framed door with triple seals that are set under flush to the pillars and roofline for a significant improvement in wind noise and outward visibility. Aiding the Dodge Charger's aerodynamic bodywork are aero-tuned pillars, laser-braised roof seams that provide a cleaner, uninterrupted unibody sculpture and gap-free surfacing that delivers world-class fit and finish.

In addition, overall outward visibility has been improved by 15 percent by moving the windshield header upward approximately 3 inches, designing thinner pillar sections and adding fixed quarter windows in rear doors.

The flared bodysides are dramatically pronounced, providing 6 inches of offset between the roof rails and shoulder lines and giving the all-new Dodge Charger its 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. For enhanced style and improved aerodynamics, a deck-lid-mounted spoiler is available with the Rallye Appearance Group on the Charger Rallye and Rallye Plus packages and standard on Charger R/T.

Perhaps the most defining exterior design appointment on the all-new Charger is its new signature taillamp design that gives the new Charger unmistakable character from blocks away. Inspired by the 1970 Dodge Charger, the all-new 2011 Charger incorporates 164 illuminating LEDs to highlight the fastback coupe's wide stance. When fully illuminated in running lamp operation, the LEDs form a "racetrack" graphic that encompasses the entire rear taillamp design of the vehicle, highlighting the wide track and athletic stance. The dual-function LEDs perform lighting tasks for brake, stop, turn and running light functions. Packaged behind a red lens, which carries the center-positioned new Dodge nameplate, each LED is housed within its own chromed bezel housing, which enables a harmonious, consistent light pattern with uniform flowing appearance.

With cast-aluminum and chrome-clad aluminum wheel and tire combinations ranging up to 20 inches, the all-new 2011 Dodge Charger provides an athletic, road-gripping look.

Rear fascia-mounted 3.5-inch trapezoidal dual-chromed exhaust tips are standard on all 2011 Charger models - a first-time Chrysler Group application - providing a precise fit and proper clearance between the chromed tips and the two-piece rear fascia for a premium appearance.

All 2011 Dodge Charger models will be available in Brilliant Black Crystal Pearl Coat, Bright White Clear Coat, Tungsten Metallic Clear Coat, Toxic Orange Pearl Coat, Blackberry Pearl Coat, Billet Silver Metallic Clear Coat and premium Redline 3 Pearl Coat.

#### **DRIVER-ORIENTED INTERIOR WITH CRAFTSMANSHIP AND WORLD-CLASS MATERIALS**

2011 Dodge Charger's interior cockpit is meant to be an enthusiast office. With premium materials and its driver-centric design theme, the 2011 Dodge Charger's interior is instantly brought to life by the new driver's bezel. The premium aluminum-lithograph bezel enables a seamless, billeted and highly-detailed appearance that carries through the instrument cluster and center console.

Thanks to advanced manufacturing techniques, the aluminum bezel features one-piece construction for a consistent appearance from nearly the A-pillar to the surrounding area of the Uconnect<sup>®</sup> Touch, highlighting all the ergonomically located vehicle functions for the driver.

Transmitting the performance chassis' world-class feel of the road, the all-new Dodge Charger features a new thick-rimmed three-spoke steering wheel for enhanced performance feel and grip. The right-sized steering wheel features silver metallic painted spokes at the 3-, 6- and 9 o'clock positions and is available in hand-stitched leather. All Dodge Charger steering wheels feature back-lit cruise and Electronic Vehicle Information Center (EVIC) controls mounted on the front face, and traditional audio controls on the rear surface. Additional features such as premium heated-steering wheel, Uconnect Voice Command with Bluetooth® and forward-collision warning with adaptive-cruise controls are available.

The integrated center stack design eliminates traditional "picture framing" of the radio and climate control elements, resulting in a distinctive "flow-through" appearance that conveys simplicity and uniformity from the instrument panel through the center console.

The all-new state-of-the-art Uconnect Touch is the central hub for all of Dodge Charger's in-vehicle connectivity and is available in four models with 4.3-inch or 8.4-inch full-color touch screens. The innovative infotainment system delivers world-class functionality with an intuitive human/machine interface (HMI) design that was benchmarked against the best E-segment competitors from Europe, Asia and North America.

Surrounding the Dodge Charger's passengers with comfort and craftsmanship, cast-skin upper instrument and door panels are soft-to-touch and feature a premium dual gloss finish. The cast-skin panels incorporate a soft backing - a notable upgrade from more common painted surfacing - so when the driver or passengers touch or lean against it, it will be soft, while delivering the high-levels of perceived quality expected from a world-class performance sedan. Dimensional graining in the instrument panel and upper door surfaces enables an upscale dual-gloss appearance.

Performance-contoured seats provide optimum support and comfort with dual-density foam, new spring suspension and "topper" layers of light-density foam sewn into the covers. Dodge Charger's seat upholstery has also been significantly upgraded, now featuring premium seat fabrics or leather seats wrapped in soft, premium Nappa leather.

With four distinct interior color combinations crafted in world-class materials, the all-new 2011 Dodge Charger gives owner's the opportunity to personalize their car. The Dodge Charger SE, Rallye package and R/T models feature black premium cloth seats with a black interior environment. Also available is a two-tone interior and seating environment in black with Light Frost Beige. For the Dodge Charger Rallye Plus and Dodge Charger R/T Plus and R/T Max packages, premium Nappa leather is available in three color combinations, including black, black with Tan and Dodge brand's colors, black with Radar Red. For added performance, the Dodge Charger R/T Road & Track features black Nappa leather performance-front seats with black suede inserts and accent stitching. Areas including the seats, lower-instrument panel, interior-door scallops and door "islands" are coordinated for a consistent color design.

The substantial amount of storage space in the 2011 Dodge Charger is not only intuitively designed for optimal use but also tactfully refined. The crafted protein-vinyl wrapped center armrest opens for easy access to Charger's USB port, auxiliary input jack or auxiliary power outlet.

No detail on the 2011 Dodge Charger was overlooked, even the heated/cooled front cupholder features rubberized retention-fingers, which can be adjusted to prevent beverages from tipping. For a clean design aesthetic, a tambour door slides into place when the cupholders are not being used.

Oversized door pockets feature grained surfacing on all four doors and integrate bottle holders. An oversized illuminated glovebox with damped hinges features velvet-like interior surfacing, center-positioned illumination for even light distribution and even an upper shelf to store the owner's manual. A cubby bin located in front of the shifter surface also carries velvet-like open storage, a rubberized mat, as well as a 12-volt power outlet.

Inside, abundant ambient LED lighting is located in footwells, door-pull cups, overhead console (to light the center console below), door map pockets and cubby bin located in front of the center console shifter.

Advancements in lighting technology allowed the Dodge Charger design team to widen the rear trunk opening by 1.5 inches. With its compact LED taillamp design, the 2011 Charger reduced its packaging space to provide customers with easier access to the generous 15.4 cubic feet (0.437 cu. m) of trunk space.

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