

Contact: General Media Inquiries
Kristin Starnes

'Snowpocolypse' Street Weapon: All-new 2011 Dodge Charger R/T AWD Wins New England Motor Press Association Winter Vehicle Award

February 15, 2011, Auburn Hills, Mich. - Demonstrating its winter-driving prowess, the all-new 2011 Dodge Charger R/T all-wheel drive (AWD) equipped with its segment-exclusive front-axle disconnect and active transfer case AWD system is the winner of the coveted New England Motor Press Association's (NEMPA) 2011 Winter Vehicle Award - Sedan/Wagon \$25,000 to \$35,000.

"Dodge Charger is a great looking car with a high-quality interior," said John Paul, Winter Vehicle Awards Team Leader - NEMPA. "Add in its dedicated all-wheel-drive system, and the Charger feels like it was designed just for New England winters. Oh and by the way, it has a Hemi!"

The New England Motor Press Association is unique among regional motor press groups. Its media members represent all six New England states, reaching one of the largest populations in America. These automotive writers and talk show hosts influence consumers who are in the market to buy cars and trucks to cope with the region's punishing weather conditions.

This February, more than 50 members of NEMPA gathered in Bridgewater, Mass., for the group's annual Winter Vehicle voting day. Vehicles were chosen based on how they met specific driver needs of New England's tough winter driving conditions, especially this season with more than 80 inches of snowfall in Boston alone.

"When designing the all-new Dodge Charger R/T AWD, the team pushed the fastback sedan's capabilities further, delivering a highly capable and precise all-season performance street weapon that thrives in any 'snowpocolypse,'" said Ralph Gilles, President and CEO - Dodge Brand, Chrysler Group LLC. "With its state-of-the-art AWD system combined with a new world-class chassis, best-in-class horsepower, the all-new Dodge Charger R/T AWD is designed to deliver performance and grip even during one of the harshest of winters this country has seen in years."

With its iconic character, contemporary fastback four-door coupe proportions, legendary HEMI® V-8 engine with 370 best-in-class horsepower, clever four-cylinder mode Fuel Saver Technology delivering up to 20 percent improved fuel efficiency, the segment's most innovative all-wheel-drive system, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger R/T AWD is the Dodge brand's flagship, and it proudly delivers premium, world-class E-segment sedan precision at an incredible value.

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.

With its new second-generation E-segment rear-wheel drive (RWD) architecture, Dodge Charger R/T AWD features a world-class suspension-tuning with re-designed geometry making for a nimble, balanced chassis that will build the Charger's legend as one of the best driving sedans in the world. In addition, 19-inch aluminum wheels and a lowered ride height with tighter tire-to-fender fitment make it much more appealing than ever before.

The Manufacturer's Suggested Retail Price (MSRP) for the 2011 Dodge Charger R/T AWD is \$33,145 (excluding an \$825 destination charge) and is now available at Dodge dealerships nationwide.

About the Dodge brand

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Grand Caravan, Journey, Avenger and Challenger, and the Dodge Caliber and Dodge Nitro.

Follow Dodge and Chrysler Group LLC news and video on:

Chrysler Connect blog: <http://blog.chryslergroupllc.com>

Twitter: <http://www.twitter.com/chrysler>

YouTube: <http://www.youtube.com/pentastarvideo>

Streetfire: <http://members.streetfire.net/profile/ChryslerVideo.htm>

About NEMPA

NEMPA members work for a range of national publications including The Robb Report, Esquire, Hemmings magazine, and Automobile Magazine. They are also represented at some of the leading newspapers in the country including the New York Times, The Boston Globe, The Hartford Courant, The Boston Herald and the Christian Science Monitor. In addition, NEMPA members are syndicated through King Features Syndicate and other national outlets.

Members may also be heard on National Public Radio's Car Talk as well as radio stations throughout New England including WTIC-AM (Hartford) and WPRO (Providence) and many points in between.

The New England Motor Press Association reaches more than 6 million readers/listeners through member journalists in the traditional New England States and many millions more across the nation.

###

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>