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## **2012 Dodge Challenger Delivers Iconic American Muscle With World-class Performance, Handling, Style and Value**

- Award-winning powertrain lineup ranging from 305 to 375 horsepower, while delivering up to 27 highway miles per gallon (mpg)
- Challenger lineup renamed for 2012 for an even more consistent Dodge product portfolio focused on performance and value
- New 18-speaker Harman Kardon® high-performance audio system, with innovative GreenEdge® technology, is available with 900 watts of power
- Steering-wheel mounted paddle shifters now available on Dodge Challenger SXT Plus package and R/T model with five-speed Auto Stick transmission
- 2011 Dodge Challenger ranked highest in its segment in the J.D. Power and Associates 2011 U.S. Initial Quality Study (IQS)

August 31, 2011, Auburn Hills, Mich. - The 2012 Dodge Challenger delivers exactly what muscle car enthusiasts want — a powerful and efficient engine lineup, a performance suspension designed for maximum grip, and athletic head-turning styling — all executed with quality and precision.

“The Dodge Challenger continues to have a tremendous enthusiast following and leads its segment with a recently announced 2011 ‘Initial Quality Study’ (IQS) award from J.D. Power and Associates,” said Reid Bigland, President and CEO, Dodge Brand — Chrysler Group LLC. “Equipped with the legendary 5.7-liter HEMI® V-8 engine, the Challenger is an iconic muscle car designed for drivers who want throaty V-8 power with Fuel Saver Multi-displacement technology, heritage-inspired styling and world-class ride and handling. There’s no other car like the Challenger.”

With customization options, including hood-to-fender stripes, dual stripes, bodyside stripes, nostalgic paint colors and a choice of seven different wheel designs, Dodge Challenger sits apart from the pack and perfectly combines fun, nostalgia and power in one car.

New for 2012, the Challenger lineup has been renamed to give the Dodge brand an even more consistent product portfolio focused on performance and value. The Dodge Challenger SXT model and Challenger SXT Plus package feature the lightweight, aluminum 3.6-liter Pentastar V-6 engine with 305 horsepower (227 kW), responsive 268 lb.-ft. (363 N•m) of torque and up to 27 mpg highway. With legendary 5.7-liter HEMI® V-8 engines under their hoods, the 2012 Challenger R/T model delivers up to 375 horsepower (280 kW), 410 lb.-ft. (556 N•m) of torque and 25 mpg highway.

With its world-class ride, power, handling and braking performance, the 2012 Dodge Challenger now features a world-class 900-watt, 18-speaker premium surround-sound system from Harman Kardon®. The system offers world premier innovations, including a 32-volt Tracking Power Supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants.

The new system uses GreenEdge® speaker and amplifier technology to offer superior sound quality and high Sound Pressure Level (SPL) outputs with minimum energy consumption. GreenEdge amplifiers alone outperform traditional amplifier efficiency by up to 55 percent, representing a net efficiency of more than 90 percent in some cases. The speakers are tuned for maximum efficiency and are perfectly matched to the amplifier output.

Available on Dodge Challenger SXT Plus package and the R/T model with five-speed Auto Stick transmission are all-

new die-cast zinc steering-wheel mounted paddle shifters that enable even more spirited driving. Race-inspired with precision feel, Challenger's all-new paddle shifters are ergonomically located behind the sporty thick-rimmed three-spoke Dodge steering wheel for maximum control.

Dodge Challenger's second-generation rear-wheel-drive architecture delivers world-class ride and handling with all of its three available suspension tunings and high-performing wheel and tire combinations (in order of increased handling and braking performance):

- **Sport-tuned** – standard on Dodge Challenger SXT and SXT Plus
  - 18 x 7.5-inch aluminum wheels with P235/55R18 tires
  - Touring Brake Package
- **Performance-tuned** – standard on Dodge Challenger R/T, available on Challenger SXT Plus with Super Sport Group
  - 18 x 7.5-inch aluminum wheels with P235/55R18 tires (R/T and R/T Plus)
  - 20 x 8-inch aluminum wheels with P245/45R20 performance tires (standard on R/T Classic, available on R/T and R/T Plus, included with Super Sport Group)
  - Performance Brake Package
- **Super Track Pak**: available on the Dodge Challenger R/T
  - 20 x 8-inch aluminum wheels with P245/45R20 Goodyear Eagle F1 Three-season performance tires
  - High-performance monotube shock absorbers and springs
  - Performance brake package with high-performance brake linings
  - Three-mode electronic stability control (ESC) with "ESC-off" mode

#### **Uconnect® Media Center radios deliver an array of infotainment features**

The innovative Uconnect Media Center 430, 430N and 730N radios integrate a 6.4-inch touchscreen display with a 20 to 28-gigabyte hard drive (depending on model) for additional storage. Uconnect Media Center radios also offer two navigation options, including: segment-leading Garmin navigation guidance and mapping (Uconnect Media Center 430N), or premium GPS Navigation with SIRIUS Traffic (Uconnect Media Center 730N). Both Navigation solutions feature SIRIUS Travel Link, providing real-time weather, fuel prices and more while on the go.

For the driver who needs efficiency, a voice memo-recorder feature allows for convenient reminders up to 3 minutes long. In addition, Uconnect Media Center radios let Dodge Challenger passengers create a personalized in-vehicle media experience with its available USB port with iPod control, auxiliary jack for MP3 player input, DVD playback (in Park) and SIRIUS Satellite Radio.

#### **Segment-exclusive cruising for up to five adults**

To make long cruises more comfortable, the 2012 Dodge Challenger features highly cushioned and comfortably contoured seating, while maintaining large bolsters to hold passengers in place during performance driving.

To make it easy for up to three passengers to get in and out of the backseat, the driver's seat features seatback tilt-with memory and an easy-to-reach release handle, while the front-passenger seat includes tilt-and-slide with memory. Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head room (37.4 inches) and legroom (32.6 inches) compared with its competition. With class-exclusive seating for five, coupled with best-in-class cargo space (16.2 cu. ft.), the Dodge Challenger is the segment's best day-to-day pony-car choice, offering maximum comfort and functionality to go with its legendary iconic styling and performance.

#### **More than 45 safety and security features**

The 2012 Dodge Challenger features more than 45 safety and security features, including standard ESC, now integrating Chrysler Group's new proprietary Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance both on and off the track.

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.

## **About Dodge**

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that the brand offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 miles per gallon (mpg) on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

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