

Dodge Unleashes Charger Model Box Tour in the Big Apple

- Life-size, working all-new 2006 Dodge Charger model to be pieced together in less than seven minutes
- Event to Benefit Toys for Tots

June 12, 2005, Auburn Hills, Mich. -

With the speed and precision of a NASCAR pit crew, the all-new 2006 Dodge Charger will be built from a box full of parts before the eyes of passerbys in city centers across the country.

The Dodge Charger "Model Box Build," which plays off a youthful passion for assembling model cars, comes to Times Square at Duffy Square in New York, Monday, June 13, 2005, from 7 a.m. to 6 p.m., and will make tour stops throughout the country during the summer.

The tour – featuring the ultimate model car – will benefit the U.S. Marines Corps Toys for Tots Program. At each tour stop, Dodge will collect toys for Toys for Tots (TFT), which will donate them to needy children in December for the holiday season.

"The Dodge Charger Model Box Build reflects the fun and excitement of the all-new 2006 Dodge Charger," said Darryl Jackson, Vice President of Dodge Marketing. "We're thrilled that Dodge Charger, one of our favorite models, will give Toys for Tots a head start on collecting toys for deserving children during the holiday season."

The event begins with a car-sized Dodge Charger model box lifting to reveal an all-new 2006 Dodge Charger with many of its parts removed. A NASCAR-like pit crew assembles the vehicle in approximately seven minutes. The model build is repeated on-the-hour throughout the day, featuring music and Dodge Charger Daytona wristband giveaways.

"We're so pleased that Dodge has reached out to help Toys for Tots with the Dodge Charger Model Box Build," said Major William Grein, U.S. Marine Corps (Ret.) and Vice President, Marketing and Development, Marine Toys for Tots Foundation. "Over the years, the entire DaimlerChrysler family has been extremely generous in helping us brighten the lives of needy children during the holiday season."

Dodge Charger Model Box Build Tour Schedule

June 13 – New York, N.Y. – Times Square at Duffy Square

June 18-19 – Chicago, Ill. – Navy Pier

June 24-26 – Cleveland, Ohio – Champ Car Grand Prix of Cleveland

July 4 – Atlanta, Ga. – Lenox Square, Fireworks/Festival

July 8-10 – Dallas, Texas – West End, Taste of Dallas

Other U.S. tour stops will include: Los Angeles and Minneapolis, whose final dates will be updated on dodge.com.

DODGE BRAND

With a U.S. market share of seven percent, Dodge is the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. In 2004, Dodge sold more than 1.4 million vehicles in the global market.

Dodge continues to lead the minivan market segment with a 20 percent market share in the United States. In the truck market, Dodge has an 18 percent market share. In the car market, Dodge has a 4.5 percent market share.

For more information on Dodge and its products, visit www.dodge.com. For more information about the Dodge Zoo Adventure Tour, visit www.dodge.com/zoo.

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