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### **All-new 2013 Dodge Dart Interior Sets New Standard for Compact Cars**

A Modern Blend of Precision Craftsmanship, State-of-the-art Technology and Safety, Exciting Bursts of Color and Hand-sculpted Shapes Create a Highly Customizable Interior

- New Dodge Dart built with materials and precision craftsmanship typically found in more expensive vehicle segments
- Customization is key – Dodge offers thousands of ways to personalize the Dart
- Available high-tech features include class-exclusive customizable 7-inch gauge cluster, 8.4-inch Uconnect touch screen, heated steering wheel and illuminated floating island bezel
- Class-Leading Safety – Dodge Dart's 10 standard airbags are unsurpassed in the compact car segment

December 12, 2011, Auburn Hills, Mich. - The Dodge brand is giving a sneak peek into the high-tech, precisely crafted and highly customizable interior of its all-new 2013 Dodge Dart. Scheduled to be introduced Jan. 9 at the North American International Auto Show in Detroit, the new Dodge Dart's interior sets a new standard for compact cars.

#### **Setting a New Standard – Quality & Spaciousness**

Dodge designers focused on creating a modern blend of precision craftsmanship, state-of-the-art technology, exciting bursts of color and hand-sculpted shapes when designing the Dart's interior, which is made with materials and technology typically found in more expensive vehicle segments. Starting with modern Dodge DNA and through the use of innovative ambient interior lighting, high-quality soft-touch materials and high-tech features, the 2013 Dodge Dart is loaded with cool amenities and unexpected delights for both drivers and passengers.

The Dart's "driver-centric" layout is designed to put all controls within easy reach of the driver. Customizable displays and comfort-tuned seats are packaged in an exceptionally spacious, pleasing interior. Packaged in the footprint of a compact car, the 2013 Dodge Dart features the interior spaciousness of a mid-sized sedan, and it boasts best-in-class hip and shoulder room.

#### **Unmatched Customization**

Customization was key in the all-new Dodge Dart's development, and with 12 exterior colors, 14 interior color and trim combinations, six wheel options, three engine options and three transmissions, each Dodge Dart can be personalized by every buyer to fit their individual style. And the combinations are multiplied exponentially, as Mopar will also offer hundreds of customization options and themed packages specifically developed for the Dart.

#### **Class-leading Technology**

The high-tech centerpiece of the all-new 2013 Dodge Dart is the class-exclusive floating island bezel, which houses the segment-exclusive available 7-inch Thin Film Transistor (TFT) customizable gauge cluster display with light pipe surround that also houses the available class-exclusive UConnect Touch 8.4-inch touchscreen multimedia center -- the largest touch-screen in its class.

Thoughtful storage options throughout fit today's technology. The glove box easily conceals a stowed iPad; the center console features auxiliary jacks to plug in a wide variety of electronic devices, and thoughtful, inventive storage solutions, such as console map pockets, which are perfect for storing mobile phones, receipts, or pen and paper.

Lighting in all the right places provides drivers and passengers a warm, comfortable cockpit. Available "racetrack" lighting surrounds the floating island bezel. Ambient lighting for the door handles, map pockets, foot wells, glove box,

storage bin and illuminated cup holders is both useful and provides a warm atmosphere inside the vehicle.

### **Unmatched Safety**

Safety was also at the forefront in the development of the all-new 2013 Dodge Dart. Built on a strong foundation, constructed with 68 percent high-strength steel, engineers added both active and passive safety features, including 10 standard airbags, which is unsurpassed in the segment. The 2013 Dodge Dart is also the only car in its class to offer blind spot monitoring and rear cross path detection.

*The all-new Dodge Dart has been engineered with great levels of refinement, craftsmanship and engaging driving dynamics. Consumers can follow [www.Dodge.com/Dart](http://www.Dodge.com/Dart) for additional photos and more information about the all-new 2013 Dodge Dart.*

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