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## The All-new 2013 Dodge Dart: On Target to Deliver Style, Performance, Efficiency and Value

- 2013 Dodge Dart competes in the largest retail segment in the United States, the compact car segment, which represents roughly 15 percent of the retail market
- Five well-equipped trim levels offer class-leading safety features and breakthrough technology typically found in more expensive vehicle segments
- All-New Dart offers features and benefits never before offered in a compact car
- Dodge Dart features a starting U.S. Manufacturer's Suggested Retail Price of \$15,995

April 27, 2012, Auburn Hills, Mich. - The 2013 Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots; the interior comforts of larger, more expensive cars and the value and fuel efficiency of a compact car with three fuel-efficient powertrains. The all-new Dodge Dart is a thoroughly modern vehicle that's beautifully designed and crafted, offers the interior space of a mid-size sedan and features a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,995 (excluding destination).

Loaded with innovative technology, class-leading safety features and clever functionality, the 2013 Dodge Dart sets a new standard in the compact car segment by offering unmatched personalization, roominess, style, functionality and fun-to-drive dynamics.

"The all-new Dodge Dart is a groundbreaking car, offering features and benefits never before found in a compact car," said Reid Bigland, President and Chief Executive Officer, Dodge Brand — Chrysler Group LLC. "With class-leading style, customization, safety, technology, and interior levels of roominess, the all-new Dart perfectly blends Alfa Romeo DNA and Dodge passion and style into one all-new car that customers will be proud to own and look forward to driving."

The 2013 Dodge Dart competes in the compact sedan segment, the largest retail segment in the United States. In 2011, the compact car segment represented roughly 15 percent of all new retail car sales. While the compact car segment is very competitive, Dodge has an opportunity for growth with the all-new Dart that shatters the perceptions of the compact car segment with distinctive style, class-leading features and superior fuel economy, all starting at an U.S. MSRP of less than \$16,000 MSRP.

The 2013 Dodge Dart is available in five different configurations in the United States and will begin arriving in U.S. dealer showrooms in June 2012. Customers can choose from the SE, SXT, Rallye, Limited and R/T (available 3rd quarter 2012).

### **2013 Dodge Dart SE – \$15,995 MSRP**

The Dodge Dart SE offers customers a stylish new car at a great value. It's powered by the new 2.0-liter 16-valve Tigershark I-4 engine, which produces 160 horsepower (hp) and 148 lb.-ft. of torque, mated to a six-speed manual transmission which delivers 25 mpg City/36 mpg Highway/29 mpg Combined, or available six-speed automatic.

Standard equipment includes:

- **Safety:** unsurpassed 10 standard airbags, including driver and front passenger multistage air bags, driver and front passenger seat-mounted air bags, supplemental all-row side-curtain air bags and driver and front passenger knee air bags; four-wheel, anti-lock disc brakes; Brake Assist; brake-lock differential; electronic stability control (ESC) with electronic roll mitigation and traction control; reactive driver and front passenger head restraints, three rear seat passenger head restraints; lock-on-sync tire pressure

monitor, Sentry Key® theft-deterrent system; Lower Anchors and Tethers for CHildren (LATCH) in all three rear seat positions; 16-inch wheel covers

- **Exterior:** bi-function halogen projector headlamps with chrome headlamp bezel; body-color crosshair grille and surround; piano black daylight opening molding; black door handles; light-emitting diode (LED) taillamps; laminated windshield; solar control glass; rear window defroster
- **Interior:** premium soft-touch instrument panel; bright interior door handles and shifter handle; power windows with driver one-touch up/down; cloth "Denim" seats; rear folding seat; six-way manual driver seat; driver height seat adjuster; six-way manual adjust front passenger seat; AM/FM/CD/MP3 radio with four speakers; heater with instrument panel ventilation; air filtering; 12-volt auxiliary power outlet; outside temperature display in odometer; front courtesy/map lights; four-gauge instrument cluster with tachometer; sun visors with vanity mirrors; variable intermittent windshield wipers; grocery bag hooks
- **Functional:** 500-amp maintenance-free battery; 120-amp alternator
- **Warranty:** 5-year, 100,000-mile powertrain warranty

Available optional equipment includes: Value Group; engine block heater and Uconnect® Voice Command with Bluetooth® capability.

### **2013 Dodge Dart SXT – \$17,995 MSRP**

The 2013 Dodge Dart SXT model includes the standard equipment of the SE model, as well as:

- 17-inch aluminum wheels; premium cloth seats in Black Denim or two-tone Black/Light Diesel Grey or Black/Light Frost; air conditioning with micron filter; power door locks; power mirrors; remote keyless entry; front center console with fore and aft sliding armrest; body-color door handles and mirrors; 60/40 split folding rear seat with armrest with storage/cup holders and trunk pass-through; six-speakers; security alarm; front and rear floor mats; 600-amp maintenance-free battery; SXT badge
- Customers can customize their SXT with a wide array of options, including powertrain, audio and touchscreen navigation

Optional equipment includes:

- Six-speed automatic (with 2.0-liter Tigershark); 1.4-liter MultiAir Turbo with six-speed manual or six-speed dual dry clutch transmission (DDCT) (3rd quarter 2012 availability); (must have the optional 1.4-liter MultiAir Turbo I-4 engine), six-speed Powertech automatic transmission (must have the 2.0-liter Tigershark I-4 engine); Popular Equipment Group; power sunroof; Floating Island Bezel and ParkView® rear backup camera; Uconnect Touch 8.4-inch touchscreen CD/MP3 multimedia center; SiriusXM Satellite Radio; Uconnect Touch 8.4N CD/MP3/Navigation multimedia center with Garmin® navigation with SiriusXM Travel Link; nine Alpine® surround sound speakers with subwoofer and 506 watts of amplified power; Uconnect Voice Command with Bluetooth compatibility; engine block heater

### **2013 Dodge Dart Rallye – \$18,995 MSRP**

The Dodge Dart Rallye adds a customized look to the Dodge Dart with distinctive performance front and rear fascias and a choice of four interior colors.

Rallye package includes the standard equipment of the SXT model and also adds:

- Unique black front fascia accents; black headlamp bezels; projector fog lamps; integrated dual exhaust with bright exhaust tips; leather-wrapped steering wheel; speed control; steering wheel audio controls; trip computer; vehicle information center; premium cloth seats with accent stripes – Black with Light Diesel Grey; Two-tone Diesel Grey; Black with Ruby Red; Diesel Grey with Citrus; 140-amp alternator; Rallye badge

Rallye customers can further express themselves with class-exclusive Hyper Black wheels or the powerful efficiency of the 1.4L MultiAir® Turbo. Optional equipment includes:

- Six-speed automatic (with 2.0-liter Tigershark); 1.4-liter MultiAir Turbo with six-speed manual or six-speed DDCT (available 3rd quarter 2012); 17-inch Hyper Black aluminum wheels; Popular Equipment Group; power sunroof; Uconnect Touch 8.4-inch touchscreen multimedia center with Floating Island Bezel and ParkView® rear backup camera; SiriusXM Satellite Radio; Garmin® Navigation with SiriusXM Travel Link; Nine Alpine Surround Sound Speakers with subwoofer and 506 watts of amplified power; Uconnect Voice Command with Bluetooth compatibility; engine block heater

### **2013 Dodge Dart Limited – \$19,995 MSRP**

The all-new Dodge Dart Limited represents the ultimate in luxury with mid-size levels of interior roominess, class-

leading safety and technology, all for less than \$20,000.

The Dodge Dart Limited includes the standard equipment of the Dart SXT and adds:

- Unique bright grille; bright door handles; projector fog lamps; power heated mirrors with supplemental signals and courtesy lamps; 8.4-inch Uconnect touchscreen; Floating Island Bezel; ParkView® rear backup camera; 7-inch TFT (Thin Film Transistor) reconfigurable instrument cluster display; premium door trim panel with soft-touch upper surfaces; leather steering wheel with audio control and speed control; accent stitching on the instrument panel; premium cloth interior – Black with Diesel Grey stitching or Black/Light Frost with accent stitching; power 10-way driver seat, including power lumbar support; driver and front passenger seatback pockets; overhead console with sunglass holder; front passenger in-seat storage; illuminated front cup holders; illuminated vanity mirrors; temperature and compass gauge; 12-volt auxiliary power outlet in console; speed-sensitive power locks; power front windows with one-touch up/down; ambient LED interior lighting; automatic headlamps; active grille shutters; underbody aerodynamic treatment; tire pressure monitoring display; Limited badge.

Limited customers can indulge in a variety of class-exclusive features, including premium Nappa leather with heated steering wheel, Garmin navigation, rear cross path detection and polished aluminum wheels.

Optional equipment includes:

- Six-speed automatic (with 2.0L Tigershark engine); 1.4-liter MultiAir Turbo with six-speed manual or six-speed DDCT (available 3rd quarter 2012); 17-inch polished aluminum wheels; high-intensity discharge (HID) Xenon headlamps; power sunroof; Garmin navigation with SiriusXM Travel Link; SiriusXM Satellite Radio; nine Alpine® surround sound speakers with subwoofer and 506 watts of amplified power; Technology Group; Premium Group, including premium Nappa Leather in Black with Diesel Grey Stitching; Black/Light Frost with Accent Stitching or Diesel Grey/Ceramic White with Citrus Peel stitching, along with heated front seats and heated steering wheel; engine block heater

**2013 Dodge Dart R/T package: (3rd quarter 2012 availability):**

The Dodge Dart R/T pays homage to the heritage of the R/T badge with distinctive styling and performance attributes that cater to the performance enthusiast with discriminating taste.

The Dodge Dart R/T is powered by the new 2.4-liter Tigershark MultiAir 2 4-cylinder that produces an impressive 184 horsepower and 171 lb.-ft. of torque and is mated to a six-speed manual transmission or available six-speed automatic with AutoStick.

The R/T features the standard content of the Limited, as well as:

- 18-inch aluminum wheels; sport suspension with frequency sensing damping shocks; unique performance front fascia with black accents and Hyper Black grille; black headlamp bezels; body-color door handles; integrated dual exhaust with bright exhaust tips; R/T unique premium Nappa perforated leather seats in Black with Ruby Red stitching or two-tone Black/Ruby Red; heated steering wheel; heated front seats; dual-zone automatic temperature control; remote start; universal garage door opener; R/T badge

A variety of options are available to allow the R/T customer the ability to personalize their Dart to their exact specifications. Optional equipment includes:

- Six-speed Powertech automatic transmission with AutoStick; Technology Group; exclusive 18-inch Hyper Black aluminum wheels; power sunroof; HID headlamps; SiriusXM Satellite Radio; Garmin Navigation with SiriusXM Travel Link; Nine Alpine surround sound speakers with subwoofer and 506 watts of amplified power; engine block heater

Optional package content

In addition to 12 exterior colors, 14 interior color and trim combinations, three engines, three transmissions and six wheel choices, the all-new Dodge Dart allows customers to express themselves with a variety of convenience and technology packages. The 2013 Dodge Dart offers the following optional packages:

- Value Group: Available on the SE model, the Value Group offers body-color power mirrors, keyless entry with panic alarm, air conditioning with micron filter and power door locks
- Uconnect Voice Command: Available on the SE, SXT and Rallye package, this group features a rear

- view auto-dim mirror with microphone, steering wheel-mounted audio controls and remote USB port
- Popular Equipment Group: Available on the SXT and Rallye package, the Popular Equipment Group features leather-wrapped steering wheel; steering wheel mounted audio controls and speed control; front passenger in-seat storage; seatback pockets on driver and front passenger seats; overhead console with sunglass holder; illuminated front cup holders; sun visors with illuminated vanity mirrors; 12-volt auxiliary power outlet in console; speed-sensitive power locks; vehicle information center; trip computer; headlamp off time delay; automatic headlamps (when equipped with the 8.4-inch touchscreen radio); active grille shutters; underbody aerodynamic treatment; remote start system (when equipped with automatic transmission); tire pressure monitoring display. (Note: some equipment listed is standard on the Rallye)
  - Premium Audio Group: Available on the SXT and Rallye package, this group features the class-exclusive 8.4-inch Uconnect Touch 8.4 multimedia center; Floating Island Bezel; remote USB port; remote SD card slot and ParkView rear backup camera
  - Uconnect Touch 8.4 CD/MP3 Multimedia Center: An option with the SXT and Rallye package, the group includes an illuminated instrument panel surround; 8.4-inch touchscreen display; single disc remote compact disc player; iPod® control; remote USB port; remote SD card slot and ParkView rear backup camera
  - Uconnect Touch 8.4N CD/MP3/Navigation Multimedia Center: Available on the SXT, Rallye, Limited and R/T package models, it adds to the class-exclusive 8.4-inch touchscreen with features an illuminated instrument panel surround; 8.4-inch touchscreen display; single disc remote compact disc player; iPod control; remote USB port; remote SD card slot Garmin navigation and ParkView rear backup camera; SiriusXM Satellite Radio; SiriusXM Travel Link; one-year SiriusXM Satellite Radio service and one-year SiriusXM Travel Link service
  - Technology Group: Offered on the Limited and R/T, the Technology Group includes remote proximity keyless entry; Keyless Enter-N-Go push-button start; rain-sensitive wipers; SmartBeam® headlamps; ParkSense® rear park assist system; Blind-spot Monitoring and class-exclusive Rear Cross Path detection system and an ultrasonic intrusion alarm
  - Premium Group: Available on the Limited, the Premium Group includes premium Nappa leather seats; heated front seats; class-exclusive heated steering wheel; dual-zone automatic temperature control; remote start system (when equipped with automatic transmission) and universal garage door opener

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