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### **America's Most Affordable and Most Powerful Mid-size Sedan – the 2013 Dodge Avenger**

- America's most affordable mid-size sedan – starting at a U.S. Manufacturer's Suggested Retail Price (MSRP) of only \$18,995
- Dodge Avenger SE V6 package is America's most affordable and powerful V-6 mid-size car. The award-winning 3.6-liter Pentastar V-6 engine produces 283 horsepower while achieving an impressive EPA estimated fuel economy rating of 29 miles per gallon (mpg) highway
- Enhanced Rallye Appearance Group includes 18-inch twin-spoke wheels, rear spoiler, dark-tinted headlamps and body-color grille
- R/T price is reduced \$500 to just \$25,495 U.S. MSRP
- SXT adds available premium leather with heated front seats for \$22,290 U.S. MSRP – making it the most affordable mid-size car with leather
- Athletic yet refined exterior, a high-quality, well-crafted interior, a spirited driving experience and a 5-year/100,000-mile powertrain warranty make the 2013 Dodge Avenger the smart buy for sedan buyers
- The Dodge Avenger was named an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" in 2012, the fourth consecutive year the Avenger has been named a "Top Safety Pick"
- 2013 Dodge Avenger lineup offers three models – SE, SXT and R/T – packed with a surprising amount of standard content and a fun-to-drive factor that will enthrall drivers and passengers

August 31, 2012, Auburn Hills, Mich. - The 2013 Dodge Avenger is the perfect sedan for customers who want an enthusiastic driving experience, exceptional fuel economy and, with a starting U.S. Manufacturer's Starting Price (MSRP) of \$18,995, an excellent value. The Dodge Avenger SE V-6 model is the most affordable V-6 powered mid-size car in America with a starting U.S. MSRP of \$21,495. Powered by the 3.6-liter Pentastar V-6 engine rated at 283 horsepower, the Avenger SE V6 package also is the most powerful V-6 mid-size sedan in Automotive News' mid-range lower car segment.

The 2013 Dodge Avenger provides more standard content than others in the segment, high-tech features that keep drivers and passengers connected and entertained, uncompromising safety features and up to 31 miles per gallon (mpg) highway fuel economy, all at an excellent value.

The 2013 Dodge Avenger provides customers a sculpted, smooth exterior design, a world-class interior and performance attributes that put the "fun" in functional. With a powertrain lineup that includes the most powerful V-6 engine in the segment, sporty, refined driving dynamics and useful, intuitive technology like Uconnect handsfree phone with Bluetooth and a 40 GB (28 GB available storage) 6.5-inch touchscreen radio, the Dodge Avenger is a vehicle packed with value and a style all its own.

The Dodge Avenger mid-size sedan, an IIHS "Top Safety Pick" in 2012 for the fourth consecutive year, provides customers an abundance of standard safety and high-tech features designed to keep drivers connected with their hands on the wheel and eyes on the road. Standard safety features include advanced multi-stage front passenger air bags, front seat side air bags, electronic stability control with electronic traction control, four-wheel anti-lock brakes, supplemental side curtain air bags and LATCH child seat anchor system.

For 2013, the Dodge Avenger is available in SE, SXT and the sporty R/T trim levels.

The 2013 Dodge Avenger also sports three new exterior colors: Billet Silver Metallic Clear Coat, Crystal Blue Pearl Coat and True Blue Pearl Coat (late availability).

### **2013 Dodge Avenger SE**

The Dodge Avenger SE – America's most affordable mid-size sedan at a starting U.S. MSRP of only \$18,995, offers a tremendous level of standard equipment, including a 2.4-liter 173 horsepower four-cylinder I-4 engine mated to a four-speed automatic transmission, LED taillamps, a premium interior with soft-touch surfaces, four-wheel anti-lock disc brakes, electronic stability control with traction control and electronic roll mitigation, advanced multi-stage driver and front passenger air bags, side-curtain and front seat-mounted side airbags, laminated front windshield and front-row side glass, power locks, power mirrors, air conditioning, remote keyless entry, premium cloth seats, speed control, tilt/telescoping steering wheel with integrated audio and speed controls, outside temperature display in gauge cluster, CD with four speakers, 60/40 rear seat with trunk pass through, fold flat front passenger seat and a five-year, 100,000-mile powertrain warranty.

The Dodge Avenger SE V6 package adds the award-winning 3.6-liter Pentastar V-6 engine, one of Ward's "10 Best Engines" in 2012, mated to a six-speed automatic transmission that produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while delivering exceptional EPA highway V-6 fuel economy rating of 29 mpg, 17-inch aluminum wheels, body-color rear decklid spoiler, and dual exhaust with bright tips in addition to the comprehensive standard features of the SE model.

Optional equipment includes 18-inch chrome-clad wheels, 18-inch aluminum wheels, SiriusXM Radio, Uconnect Voice Command and Smoker's Group.

### **2013 Dodge Avenger SXT**

The Dodge Avenger SXT model provides the standard equipment found on the SE model and adds a six-speed automatic transmission with Auto Stick, 17-inch aluminum wheels, new automatic headlamps, new premium fog lamps, eight-way power driver seat, leather-wrapped steering wheel and shift knob, six speakers, automatic temperature control, body-color heated exterior mirrors, SiriusXM Radio, Electronic Vehicle Information Center (EVIC) and much more.

Available optional equipment for 2013 includes: the 3.6-liter Pentastar variable-valve timing V-6 engine which produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while providing impressive V-6 highway fuel economy of 29 mpg.

Newly available for 2013 are premium leather seats with heated front seats for only \$795 U.S. MSRP, making it the most affordable mid-size car with leather.

An enhanced Rallye appearance group for 2013, is also available featuring 18-inch aluminum wheels, headlamps with black bezel, body-color grille, body-color rear decklid spoiler, all-season touring tires and available black/red Momentum cloth interior.

Other options include: Sun and Sound Group, which features a \$950 discount, includes the Uconnect 730 CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect Voice Command, remote USB port and Bluetooth streaming audio, one-year free SiriusXM Travel Link with real-time traffic updates and sunroof with power express open/close; Uconnect Media Center 430 CD/DVD/40 gigabyte hard drive with 28 GB of available storage and 6.5-inch touchscreen radio; Uconnect 730 CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect voice command, remote USB port and Bluetooth streaming audio, one-year free SiriusXM Travel Link with real-time traffic updates; Uconnect Voice Command with Bluetooth; power sunroof with express open/close and 18-inch aluminum wheels.

### **2013 Dodge Avenger R/T**

Remaining true to the historic R/T badge, the Dodge Avenger R/T features the top powertrain option mated to a rewarding vehicle for the driving enthusiast. For 2013, the R/T is even more affordable with a U.S. MSRP of only \$25,495 – lowered by \$500 from 2012.

The Dodge Avenger R/T model is the perfect sedan for the customer who wants an enthusiastic driving experience at a great value. With a stiffened, sport-tuned suspension, best-in-class 283 horsepower engine, center-mounted

tachometer and performance-inspired interior and exterior design cues, the 2013 Dodge Avenger R/T ups the driving fun factor.

Dodge engineers tuned the Avenger's suspension specifically to the R/T model. They increased roll stiffness by 18 percent and spring rates by 17 percent in the front and more than 12 percent in the rear. Front strut damping rates are increased 15 percent, rear strut damping rates are increased almost 20 percent and the rear stabilizer bar diameter is 2 mm larger, increased from 19 mm to 21 mm. The suspension changes result in a fun-to-drive, spirited, performance sedan driving experience.

Unique exterior design elements of the 2013 Dodge Avenger R/T include a unique body-color grille, headlamps with a black bezel, R/T hood-to-fender stripes on the front quarter panel and unique 18-inch polished aluminum wheels. The performance elements carry through to the rear of the vehicle with a spoiler and the "R/T" badge.

The interior of the 2013 Dodge Avenger R/T sports a choice of distinctive all-black interior or distinctive cloth seats with Z stripe accent and red stitching, both with performance leather-trimmed bolsters that hold drivers and passengers firmly in their seats when they put the Avenger to the test. The front seats are heated and sport an "R/T" graphic stitched in red on the front headrests. Drivers will notice a cockpit unlike other Avenger models. It features a unique gauge cluster with a center-mounted tachometer with the "R/T" graphic and SRT-inspired brake and accelerator pedal pads. The steering wheel is wrapped in perforated leather with red accent stitching. Red ambient accent lighting in the interior cabin is unique to the R/T model. A 276-watt Boston Acoustic sound system compliments the standard Uconnect Media Center 430 CD/DVD/40 GB hard drive with 28 GB of available storage and a 6.5-inch touchscreen.

Optional equipment available on the R/T model includes: Uconnect Voice Command with Bluetooth; Uconnect 730N CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect voice command, remote USB port and Bluetooth streaming audio, one-year free Sirius Travel Link with real-time traffic updates; power sunroof with express open/close and the Sun and Sound Group, which includes Uconnect 730 CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect voice command, remote USB port and Bluetooth streaming audio, one-year free Sirius Travel Link with real-time traffic updates and sunroof with power express open/close; Uconnect 730 CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect voice command, remote USB port and Bluetooth streaming audio, one-year free SiriusXM Travel Link with real-time traffic updates.

The 2013 Dodge Avenger is available in eight exterior colors: Billet Silver Metallic Clear Coat, Black Clear Coat, Redline 2 Pearl Coat, Bright White Clear Coat, Tungsten Metallic Clear Coat, Blue Streak Pearl Coat, Crystal Blue Pearl Coat and True Blue Pearl Coat (late availability).

The new 2013 Dodge Avenger arrives in U.S. dealer showrooms in September 2012.

The Dodge Avenger is built in the United States at the Sterling Heights, [Mich.] Assembly Plant.

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