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2013 Dodge Challenger Delivers World-class Performance, Handling, Style and Value Wrapped In Iconic American Muscle

- Dodge Challenger Rallye Redline turns up the heat with unique red-hot exterior accents, available Radar Red Nappa leather interior, 305 horsepower V-6, Black Chrome 20-inch wheels with Redline Red accent, performance suspension and brakes and 3.06 rear-axle ratio
- Award-winning powertrain lineup ranging from 305 to 375 horsepower, while delivering up to 27 highway miles per gallon (mpg) and 0–60 mph in mid-5 second range
- More than 45 safety and security features including the addition of ParkSense rear park assist available on all models – included at no-charge on R/T Plus and R/T Classic
- Challenger R/T is the most affordable V-8 muscle car in America – starting under \$30,000 MSRP
- Challenger is the only five-passenger muscle car
- Countless customization options including seven wheel choices, hood stripes, fender stripes and bodyside stripes
- Enhanced Uconnect 430N handsfree communications system features an improved Garmin navigation
- Dodge Challenger named “Shopper’s Choice” by Cars.com in 2012
- New exterior paint colors include: Billet Silver Metallic Clear Coat, Granite Crystal Pearl Coat, Jazz Blue Pearl Coat and Phantom Black Tri-Coat (late availability)

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

Red-hot cues: Dodge Challenger Rallye Redline turns up the heat

Based on the 2013 Dodge Challenger SXT Plus, the new Challenger Rallye Redline model adds even more ‘bad boy’ attitude and head-turning style to the brand’s iconic coupe.

Flanking the center of the Dodge Challenger Rallye Redline’s performance hood scoops, roof and deck lid is its signature Redline Red stripe with two thin side stripes for added detail. A body-color deck-lid spoiler adds to the performance look, while continuing the Redline Red triple stripe pattern at the center.

Filling the wheel wells, the Dodge Challenger Rallye Redline features new 20-inch black chrome wheels with a Redline Red lip and inner backbone for a one-of-a-kind look. In addition, P245/45R20 performance tires provide greater contact with the road and a lower sidewall profile for improved steering precision and at-the-limit handling.

Dodge Challenger Rallye Redline’s class-exclusive seating for five may be wrapped in premium Nappa leather in Dark Slate Gray or Radar Red, and includes heated front performance seats. The Dodge Challenger Rallye Redline is available in four exterior colors, including Billet Silver Metallic, Granite Crystal Pearl, Bright White and Pitch Black.

The Dodge Challenger Rallye Redline combines world-class ride and refinement with its 305 horsepower aluminum 3.6-liter Pentastar V-6 engine and track-tuned performance suspension to deliver a thrilling driving experience. And to deliver improved all around acceleration, the Dodge Challenger Rallye Redline features a more responsive 3.06:1 rear-axle ratio and die-cast zinc steering-wheel mounted paddle shifters.

Upping the ante, the Dodge Challenger Rallye Redline features the Super Sport Group as standard equipment and

includes: performance-tuned suspension with 42 percent firmer front and 22 percent firmer rear monotube shocks, a larger 1.18-inch (30 mm) front and a 0.78-inch (20 mm) rear-sway bar that replaces 1.06-inch (27 mm) and 0.62-inch (16 mm) bars, respectively and add to the Dodge Challenger's cornering capabilities. In addition, a performance-tuned steering calibration delivers 25 percent quicker steering and 20 percent heavier on-center feel, while larger performance disc brakes replace the standard set.

Dodge Challenger Rallye Redline also includes a tremendous level of standard equipment found on every 2013 Challenger SXT Plus, including: Uconnect handsfree phone, six Boston Acoustic Speakers with 276-watt amplifier, premium Nappa leather faced seats, heated front seats, SiriusXM Radio with 12-month subscription, fog lamps, dual exhausts, automatic temperature control, power six-way driver's seat, cruise control, electronic stability control (ESC), Keyless Enter-N-Go, and six standard airbags.

Award-winning powertrain lineup

The Dodge Challenger SXT, SXT Plus and Rallye Redline model's standard award-winning 3.6-liter Pentastar V-6 engine features a cold-air induction system and dual exhausts from the headers back to the exhaust tips for maximum output. The result is 305 track-ready horsepower at 6,350 rpm and a responsive 268 lb.-ft. of torque at 4,800 rpm. The engine's torque exceeds 90 percent of its peak value from 1,800 to 6,400 rpm, which provides outstanding drivability and responsiveness. Thanks to its all-aluminum design, the 3.6-liter Pentastar V-6 engine provides the Dodge Challenger with a 52 / 48 front-to-rear weight distribution for improved balance and handling.

Enabling even more spirited driving with its five-speed Auto Stick transmission are die-cast zinc steering-wheel mounted paddle shifters and Sport Mode included on Challenger Rallye Redline and packaged with the Super Sport Group on Dodge Challenger SXT Plus. Race-inspired with precision feel, these steering-wheel mounted paddle shifters are ergonomically located behind the sporty thick-rimmed three-spoke Dodge steering wheel for maximum control.

For the performance enthusiast, the 2013 Dodge Challenger R/T, R/T Plus and R/T Classic models feature the legendary 5.7-liter HEMI® V-8 engine that delivers up to 375 horsepower and 410 lb.-ft. of torque and gets up to 25 mpg. When paired with the highly refined Tremec TR6060 six-speed manual transmission, the Dodge Challenger R/T delivers smooth shifts, while delivering even more power through unique performance-tuned dual exhaust and under-floor mufflers with low-restriction bottle resonators. The result, 0-60 mph runs in the mid-5-second range and a sinister exhaust growl for the cars left in its rear-view mirror; a trademark of the original Challenger HEMI from over 43-years ago.

The Dodge Challenger R/T, R/T Plus and R/T Classic models with optional five-speed automatic transmission produce 372 horsepower and 400 lb.-ft. of torque and include innovative Fuel Saver Technology to seamlessly transition to high-fuel-economy four-cylinder mode when less power is needed and V-8 mode when more power is in demand. For even more control, steering-wheel mounted paddle shifters and Sport Mode are included.

More than 45 safety and security features

The 2013 Dodge Challenger features more than 45 safety and security features, including the addition of ParkSense rear park assist system standard on Challenger SXT Plus, Rallye Redline and R/T models.

Dodge Challenger also features standard electronic stability control (ESC), with Chrysler Group's 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 and standard front seat-mounted side-thorax air bags offer enhanced occupant protection to passengers in the event of a collision.

Improved Garmin navigation on Uconnect 430N

New for 2013, the Uconnect 430N navigation system incorporates new colors and themes that are unique to the Dodge brand. Improvements also include cleaner and crisper graphics and improved guidance accuracy to help route drivers around traffic, while announcing when the vehicle has reached the desired destination.

The innovative Uconnect 430, 430N and 730N radios integrate a 6.5-inch touchscreen display with a 20 to 28 GB hard drive (depending on model) for additional storage. Uconnect radios also offer two navigation options, including: segment-leading Garmin navigation guidance and mapping (Uconnect 430N), or premium GPS Navigation with

SiriusXM Traffic (Uconnect 730N). Both Navigation solutions feature SiriusXM Travel Link, providing real-time weather, fuel prices and more while on the go. In addition, Uconnect radios enable Dodge Challenger passengers to 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 SiriusXM Radio.

Segment-exclusive cruising for up to five adults

To make long cruises more comfortable, the 2013 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 headroom (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.

Dodge Challenger named "Shopper's Choice Award"

Representing the voice of millions of shoppers who visit Cars.com, the Dodge Challenger beat out nine other domestic and import finalists, ranging from small cars to larger SUVs and trucks, to be named the "Shopper's Choice" of 2012.

The top 10 finalists for the Shopper's Choice Award were selected based on shoppers' actions on the site that indicated interest in new vehicles, including searching for vehicles, sending inquiries to dealers on availability and most importantly, filling out a positive review of their vehicle. The Dodge Challenger took home the title after grabbing the most votes from Cars.com Facebook fans in the final round of the competition.

2013 Dodge Challenger model lineup includes SXT, SXT Plus, Rallye Redline, R/T, R/T Plus and R/T Classic trim levels

Challenger SXT

The 2013 Dodge Challenger SXT model is well-equipped for the driver who is looking for grand-touring comfort, fun-to-drive handling, iconic styling and an extraordinary value. Standard equipment includes the award-winning 3.6-liter Pentastar engine with 305 horsepower, 268 ft.-lb. of torque, cold-air induction, five-speed automatic transmission with Auto Stick, Dodge-tuned touring suspension, electro-hydraulic power steering (EHPS), 18-inch aluminum wheels and 235/55R-18 performance all-season tires, dual exhausts with bright tips, bright racing-style fuel-filler door, deep front spoiler and dual hood scoops.

On the inside, Challenger features a leather-wrapped 3-spoke steering wheel with integrated audio and cruise controls, leather-wrapped shifter, six-speaker audio system, driver-selectable Electronic Vehicle Information Center (EVIC) with trip computer, mini-carbon trim bezel, Keyless Enter-N-Go, automatic climate control, six air bags, eight-way power driver's seat with easy in-and-out access, electronic stability control (ESC) with Ready Alert Braking and Rain Brake Support.

Additional standard equipment on the 2013 Dodge Challenger SXT includes tire-pressure monitoring (TPM), Uconnect 130 radio with AM/FM/CD/MP3 capability, front- and rear-climate control outlets, cabin-air filtration, LED-illuminated instrument cluster with 140-mph primary speedometer, chromed-interior door handles, premium soft-touch instrument panel, armrest and door panels, LED-illuminated cup holders, LED-illuminated front map lights, LED-illuminated courtesy lamps, power windows with express down, fold-away power-exterior mirrors, power door locks, remote keyless entry, 12-volt power outlet, premium cloth seats with accent stitching, driver and front-passenger lumbar, front-passenger seat with easy-in-out access, 60-40 split-fold rear seat with armrest, cruise control and rear-window defroster

Challenger SXT Plus

For drivers who want even more connectivity, comfort and convenience features, the 2013 Dodge Challenger SXT Plus adds premium Nappa leather seats, heated front seats, Uconnect Voice Command with handsfree phone and Bluetooth streaming audio, console-mounted USB port with iPod control, auxiliary audio input jack, SiriusXM Radio with 12-month subscription, six Boston Acoustics premium speakers with 276 watt amplifier, auto-dimming rearview

mirror, illuminated visor vanity mirrors, ParkSense rear park assist, automatic headlamps, fog lamps and more.

Available on the SXT Plus is the Super Sport Group, which adds 20-inch Chrome Clad aluminum wheels, 3.06 rear-axle ratio, steering wheel mounted paddle shifters, performance steering, brakes and suspension and a rear body color spoiler.

Challenger Rallye Redline

The 2013 Challenger Rallye Redline model adds even more ‘bad boy’ attitude and head-turning style to the Challenger SXT Plus. This model includes a signature Redline Red stripe with two thin side stripes, body-color deck-lid spoiler, 20-inch black chrome wheels with Redline Red lip and inner backbone, P245/45R20 all-season performance tires and class-exclusive seating for five available in premium Nappa leather, in your choice of Dark Slate Gray or Radar Red – including heated front performance seats. For improved performance and handling, the 2.65:1 rear-axle ratio is replaced by a more responsive 3.06:1 ratio, along with performance-tuned suspension, performance-tuned steering calibration and larger performance disc brakes. Die-cast steering-wheel mounted paddle shifters with “Sport Mode” are also included.

Challenger R/T

Designed for the performance enthusiast, the 2013 Dodge Challenger R/T builds off the SXT and adds the legendary 5.7-liter HEMI V-8 engine with cold-air induction delivering up to 375 horsepower, Tremec six-speed manual transmission, performance-tuned suspension, performance-disc brakes, performance-tuned steering calibration, 3.73 rear-axle ratio, Uconnect Voice Command with Bluetooth, console-mounted USB port with iPod control and auxiliary audio input jack, SiriusXM Radio, automatic headlamps, LED-illuminated instrument cluster with 160-mph primary speedometer, instrument panel with mini-carbon bezel, fog lamps, “R/T” grille badge, “HEMI” hood badges and rear body-color deck-lid spoiler.

Challenger R/T Plus

For drivers who want even more feel of the road with premium refinement and details, the 2013 Dodge Challenger R/T Plus adds premium Nappa leather seating in Dark Slate Gray or Radar Red, heated front seats, six Boston Acoustics premium speakers with 276-watt amplifier, ParkSense rear park assist, power heated mirrors, EVIC with temperature gauge, location specific tire-pressure monitoring and compass, vehicle security alarm, and HomeLink universal transceiver. Remote start is included with the five-speed automatic transmission.

R/T Classic

Designed for the Dodge enthusiast who wants performance with even more nostalgic muscle-car cues, the 2013 Dodge Challenger R/T Classic adds dual throwback A-line bodyside R/T stripes in matte black or white, large 20-inch aluminum “Envy” wheels or available forged “Heritage” wheels, 3.92 rear-axle ratio, “Challenger” fender badges in classic script, heritage “R/T” grille badge, functional hood scoops and high-intensity discharge (HID) headlamps.

Built at Chrysler Group LLC’s Brampton, Ontario assembly plant, the 2013 Dodge Challenger arrives at Dodge dealerships nationwide this fall.

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