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## **2013 Dodge Charger Delivers Iconic Styling, Best-in-class 31 Highway mpg with an even more powerful 300 Horsepower V-6 and America's First Eight-speed Automatic in a Sport Sedan**

- Best-in-class fuel economy: 2013 Dodge Charger models with eight-speed automatic transmission deliver refinement, performance and leading rear-wheel drive and all-wheel drive (AWD) fuel efficiency of up to 31 miles per gallon (mpg)
- More power: new cold-air induction system and sport-tuned exhaust on 3.6-liter Pentastar V-6 engine raise output to 300 horsepower (eight more horses than last year) on Charger SXT and SXT Plus models with Rallye Appearance Group and Blacktop Package
- Charger Rallye Appearance Group and Blacktop Package now include a 300 horsepower V-6, eight-speed automatic, steering wheel paddle shifters, rear spoiler, 20-inch wheels, sport seats and Beats Audio with a package starting as low as \$1,595
- Most advanced AWD system: segment-exclusive active transfer case and front-axle-disconnect system delivers best-in-class city and highway fuel economy (19/27 mpg)
- Improved navigation: award-winning Uconnect 8.4N with easy-to-use Garmin navigation now features enhanced 3-D map and route guidance graphics
- More style: Dodge Charger SE with Sport Appearance Group adds rear spoiler, 18-inch chrome-clad aluminum wheels and performance tires.
- New Pitch Black painted roof option for a bolder look
- Studio-quality sound: exclusive integration of Beats by Dr. Dre audio system delivering the music experience the way the artist intended
- Charger R/T with a starting U.S. MSRP of \$29,995 remains the most affordable V-8 sedan in the United States
- New exterior paint colors include: Billet Silver Metallic Clear Coat, Copperhead Pearl Coat, Granite Crystal Pearl Coat, Jazz Blue Pearl Coat and Phantom Black Tri-Coat (late availability)

August 31, 2012, Auburn Hills, Mich. - The 2013 Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interiors, the reassurance of an IIHS "Top Safety Pick": and full-size spaciousness with best-in-class fuel efficiency and world-class handling and performance.

### **Best-in-class fuel economy with segment-exclusive eight-speed automatic transmission**

As the first domestic sport sedan to feature an eight-speed automatic transmission – the 2013 Dodge Charger with the award-winning 3.6-liter Pentastar V-6 engine delivers best-in-class fuel economy in rear-wheel-drive – up to 31 mpg – and all-wheel-drive models – up to 27 mpg.

Once limited to premium import vehicles costing twice as much, the segment-exclusive ZF eight-speed automatic transmission expands the world-class power and fuel efficiency of the 2013 Dodge Charger SE (optional), Charger SXT and Charger SXT Plus. Compared with the five-speed automatic, the results are quicker acceleration, seamless shifts, improved performance and class-leading fuel efficiency with respect to:

- Best-in-class highway fuel economy (31 mpg highway)
- Best-in-class V-6 AWD fuel economy (18 mpg city and 27 mpg highway)
- Best-in-class combined fuel economy (23 mpg with RWD, 21 mpg with AWD)
- Unsurpassed city fuel economy (19 mpg city RWD, 18 mpg AWD)

- Overall unsurpassed fuel economy in its class (19 mpg city and 31 mpg highway with RWD)

In addition, Dodge Charger with the eight-speed automatic delivers best-in-class mid-size V-6 fuel efficiency, but does so with the roominess of a full-size sedan, and the style only the brand's iconic Charger can deliver.

### **The segment's most advanced AWD system**

From winding through twisty stretches of coastal road, to escaping away to a snow-covered ski resort, the 2013 Dodge Charger AWD models have a commanding design presence and the power and all-weather capability to carve through some of the worst precipitation Mother Nature can dish out.

With the aluminum 3.6-liter Pentastar V-6 engine delivering best-in-class city and highway fuel economy (19/27 mpg), or legendary 5.7-liter HEMI® V-8 engine with 370 horsepower with four-cylinder mode Fuel Saver Technology – Dodge Charger's AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies.

Dodge Charger's AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

### **More horsepower with Rallye Appearance Group and Blacktop Package**

In addition to the 20-inch five-spoke aluminum wheels (chrome clad on Rallye and Gloss Black on Blacktop), all-season performance tires, performance-tuned suspension, sport seats, rear body-color spoiler and exclusive Beats by Dr. Dre audio system, the 2013 Dodge Charger SXT and SXT Plus with Rallye Appearance Group and Blacktop Package now deliver more power and performance with the award-winning 3.6-liter Pentastar V-6 engine. With the addition of a new sport-tuned dual exhaust system and cold-air induction system, the aluminum mill now produces 300 horsepower (8 more horsepower than last year) with an enthusiast-desired sound.

In addition, the segment-exclusive eight-speed automatic transmission is upgraded with steering-wheel-mounted paddle shifters and "Sport Mode" on the Rallye Appearance Group and Blacktop Package. With Sport Mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. For even more control, the driver can also use the die-cast steering-wheel-mounted paddle shifters and view gear election through the full-color EVIC centered in the Dodge Charger's instrument cluster.

### **Uconnect 8.4N — the segment's largest handsfree communication system — now features improved map graphics**

The 2013 Dodge Charger sedan's Uconnect 8.4N system has been upgraded for 2013, enhancing the award-winning Garmin navigation system with enhanced colors and graphics, along with a more Dodge-brand focused appearance.

Enhancements to the Garmin navigation features integrated into the Uconnect 8.4N include improved graphics used to display road signs and lane guidance that now cover over 60,000 intersections across the United States. In addition, the Uconnect 8.4N system now also features 3D buildings and terrain views. Information is very realistic and intuitive enabling drivers to keep their hands on the wheel and focus on the road.

With the segment's largest touchscreen display (8.4-inch), the easy to use Uconnect 8.4N with integrated Garmin navigation features voice recognition and SiriusXM Traffic. With natural voice commands, the Uconnect 8.4N enables passengers to input street addresses and navigate to points of interest. And with the integrated SiriusXM Traffic, real-time traffic monitoring notifies the driver or enables the Garmin navigation to reroute due to congested thoroughways. For the Dodge brand, keeping drivers focused on the road is a priority and the Uconnect 8.4N (and 8.4 model) includes handsfree texting, to keep passengers even more connected through voice commands. With a compatible Bluetooth phone, Uconnect enables text-to-speech for incoming text messages, and provides the driver with a list of popular responses for outgoing messages.

### **Beats by Dr. Dre expands the mobile audio experience on Dodge Charger**

The partnership between Dodge and Beats By Dr. Dre brings music-studio sound to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it's made in the studio. Instead of the traditional approach to automotive sound, entrusting lab coat-adorned engineers as the arbiters of musical taste, Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team

at Chrysler Group to design and tune the 10-speaker audio system.

Standard on 2013 Dodge Charger R/T Max, included in Rallye Appearance Group and Blacktop Packages (SXT & SXT Plus) and Wheels 'n Tunes Group (R/T and R/T Plus) and available on Charger R/T Road & Track and all AWD models, the Beats by Dr. Dre audio technology includes a powerful 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound required in professional recording studios.

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers deliver bass, while two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio. Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

#### **Dodge Charger delivers 5-Star Safety Rating and IIHS Top Safety Pick**

The Dodge Charger has achieved 5-star safety ratings from the National Highway Traffic Safety Administration (NHTSA). The 5-star rating is the highest rating for safety by the Administration and measures vehicle safety performance in three categories, including front, side crashes and rollover crashes.

Dodge Charger achieved an overall 5-star vehicle safety score. The rating is a combination of frontal, side pole and barrier performance with the static stability factor accounting for the rollover rating. Dodge Charger also achieved high marks in rollover testing with a 4-star rating.

In addition, Dodge Charger was named a "Top Safety Pick" by the Insurance Institute for Highway Safety (IIHS) – its highest rating. IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The Dodge flagship sedan received "good" ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available electronic stability control (ESC) systems that significantly reduce crash risks. Dodge Charger has standard ESC. Other standard safety features include, full-length side-curtain airbags, seat-mounted side thorax air bags, driver's knee bag, front-row reactive head restraints, Hill-start Assist, Rain Brake Support and Ready Alert Braking.

#### **Dodge Charger lineup delivers performance and value**

The 2013 Dodge Charger SE, SXT and SXT Plus models feature the lightweight, 292 horsepower 3.6-liter Pentastar V-6 engine for up to 31 mpg highway (with eight-speed transmission). With the legendary 5.7-liter HEMI V-8 engine under the hood, the 2013 Dodge Charger R/T models deliver 370 horsepower and up to 25 mpg on the highway with innovative four-cylinder mode Fuel Saver Technology. Dodge Charger models also offer up technology, performance and value-packed feature packages to help customers equip their sports car to their exact needs.

#### Charger SE

Starting at an impressive \$25,795 MSRP, the Charger SE offers more standard equipment than any of its direct standard full-size competitors, but does so at a mid-size price. The SE is well-equipped for the individual looking for comfort, handling, iconic styling and extraordinary value. This vehicle features the 3.6-liter 292 horsepower Pentastar V-6, 17-inch aluminum wheels, signature taillamps with 164 LED's, integrated dual exhaust, capless fuel fill, active front head restraints, seven airbags, acoustic laminated windshield and front side glass, Uconnect with a 4.3-inch touchscreen, electronic stability control (ESC), anti-lock brakes (ABS), Brake Assist, Rain Brake Support, Keyless Enter-N-Go with push-button start, power driver's seat and much more. (The eight-speed automatic transmission is available.)

#### Charger SXT

The Dodge Charger SXT is for professionals who want even more connectivity, comfort and convenience features and enhanced style. Charger SXT adds the new eight-speed automatic transmission for up to 31 mpg highway. Also included on the Charger SXT's standard equipment list: fog lamps, Uconnect 8.4 with an 8.4-inch touchscreen, Uconnect Voice Command with Bluetooth, automatic-dimming rearview mirror, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, automatic dual-zone climate control with individual driver/passenger

settings, front overhead console with LED dome lamp, HomeLink universal transceiver, Alpine premium audio system with six speakers and 276-watt eight-channel amplifier, 12-way power driver and front-passenger seats, including four-way power lumbar, heated front seats and heated power-adjustable mirrors.

Dodge Charger SXT remains the most affordable full-size car with 20-inch wheels at a starting U.S. MSRP of just \$29,590. Or, for just \$900 more (\$30,490 starting U.S. MSRP), customers can add the Beats Audio System, rear spoiler, 300-horsepower V-6, steering wheel paddle shifters and sport seats.

Charger SXT is also the most affordable full-size car with leather and 20-inch wheels at a starting U.S. MSRP of just \$31,590.

#### Charger SXT Plus

For drivers who want six-cylinder efficiency with premium technologies, refinement and details, this Dodge Charger includes the features of the Charger SXT and adds 18-inch chrome-clad aluminum wheels, premium Nappa leather seating, heated first- and second-row seats, 12-way power driver and passenger seats, heated/cooled cup holders, vehicle security alarm, LED-illuminated front-row overhead lighting and LED-illuminated footwells.

#### Charger R/T

With its legendary 5.7-liter HEMI V-8 engine, performance-tuned suspension with larger performance disc brakes and standard Uconnect 8.4 touchscreen, the Dodge Charger R/T is designed for the customer who demands V-8 power, rail-like handling and state-of-the-art technology. And with a U.S. MSRP starting at just \$29,995, the Charger is the most affordable V-8 sedan in America. The R/T features 370 track-tearing horsepower and 395 lb.-ft. of torque, four-cylinder mode Fuel Saver Technology and a proven five-speed automatic transmission with Auto Stick that delivers up to 25 mpg highway. In addition to the standard equipment on the Dodge Charger SXT, the Charger R/T model includes 18-inch aluminum wheels, performance-tuned suspension and exhaust, performance brake package, high intensity discharge (HID) headlamps and sport seats.

20-inch chrome-clad wheels are available as part of a Wheels & Tunes Package that also includes Beats Premium Audio, rear spoiler, paddle shifters and sport mode.

#### Charger R/T Plus

For customers who want added curb appeal with interior comfort, convenience and technology features, this Dodge Charger R/T model adds on to the Charger R/T's standard equipment list with 18-inch five-spoke chrome-clad aluminum wheels, premium Nappa leather seating, heated first- and second-row seats, 12-way power front-passenger seat with four-way power lumbar, heated/cooled cup holders, vehicle security alarm, LED-illuminated, front-row overhead lighting and LED-illuminated footwells.

#### Charger R/T Road & Track

Designed for hard-core enthusiasts who demand more performance and heritage from their Dodge Charger R/T, this Road & Track Package includes the features of the R/T Plus and adds a black honeycomb-style grille with matte black surround and heritage "R/T" badge, body-color deck-lid mounted spoiler, 20-inch chrome-clad wheels, 20-inch all-season performance tires, rear differential with 3.06 axle ratio, die-cast zinc steering-wheel mounted paddle shifters, heated and ventilated performance seats with larger side bolsters, driver's seat memory, power-adjustable pedals and steering column with memory, performance engine and transmission calibration and high-speed engine controller.

#### Charger R/T Max

For customers who want performance, state-of-the-art technology and maximum comfort and convenience features from their Dodge Charger R/T, this package includes all of the standard features of the R/T Plus and adds 20-inch chrome-clad wheels, 20-inch all-season performance tires, Uconnect 8.4N with Garmin navigation, SiriusXM Travel Link, adaptive-cruise control (ACC) with Forward Collision Warning (FCW), Blind-spot Monitoring (BSM) with Rear Cross Path (RCP) detection, ParkSense rear park assist, ParkView rear backup camera, Beats by Dr. Dre high-performance audio system with a powerful 12-channel amplifier, 10 high-performance Beats Audio speakers and 8-in. Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure, SmartBeam headlamps, rain-sensing wipers, power-adjustable heated mirrors with memory and courtesy lamps, heated steering wheel with power tilt, telescoping and memory.

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

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