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A Perennial Favorite: Dodge Challenger Wins Second Consecutive Cars.com “Shopper’s Choice Award”

- 2013 Dodge Challenger named “Shopper’s Choice,” representing their favorite car of the year
- Online shoppers activity for Challenger, combined with it grabbing the most votes from Cars.com Facebook fans in the final round earned it the title

January 16, 2013, Auburn Hills, Mich. - 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 large SUVs, to become their favorite car of 2013. The Dodge Challenger was awarded at Cars.com’s annual “Best of 2013” event during the North American International Auto Show (NAIAS) in Detroit.

“In direct competition with nine of the most popular vehicles to shop on Cars.com, the Dodge Challenger’s back-to-back wins prove, once again, that our Cars.com shoppers know what makes a great vehicle,” said Patrick Olsen, Cars.com Editor-in-chief. “With timeless muscle-car styling, refined handling, efficient power and interior spaciousness for five, the Dodge Challenger is an excellent choice for anyone in the market for a fun and surprisingly practical car.”

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.

“We’re very proud to win the Cars.com ‘Shoppers Choice Award’ for a second consecutive year, recognizing the passionate following and strength of the iconic Challenger,” said Reid Bigland, President and CEO – Dodge Brand. “It’s this enthusiasm and one-of-a-kind muscle car styling and performance that led the Challenger to an all-time annual sales record in 2012.”

About the Dodge Challenger

The 2013 Dodge Challenger delivers exactly what muscle car enthusiasts want — a powerful and efficient engine lineup, a performance suspension designed for maximum grip, and athletic head-turning styling — all executed with quality and precision.

The Dodge Challenger SXT models package feature the lightweight, aluminum 3.6-liter Pentastar™ V-6 engine with 305 horsepower, responsive 268 lb.-ft of torque and 27 mpg highway. With legendary 5.7-liter HEMI® V-8 engines under their hoods, the 2012 Challenger R/T models delivers up to 375 horsepower, 410 lb.-ft. of torque and up to 25 mpg highway.

With customization options, including hood-to-fender stripes, dual stripes, bodyside stripes, nostalgic paint colors and a choice of six different wheel designs, Dodge Challenger offers unmatched customization options and perfectly combines fun, nostalgia and power in one car.

New for 2013 is the Challenger Blacktop, available on the R/T model – America’s most affordable V-8 muscle car at just \$29,995 U.S. MSRP – and R/T Plus, adding sinister style to the Dodge brand’s iconic muscle car. Available in Pitch Black, Granite Crystal or Billet Silver Metallic, the Dodge Challenger R/T Blacktop model includes Gloss Black 20-inch Aluminum Wheels with Gloss Black center caps, Gloss Black grille surround, Gloss Black fuel door and a new matte graphite body stripe with red edge accents running from the front to rear fascia, creating a truly one-of-a-kind appearance.

For added performance, the Dodge Challenger R/T Blacktop is equipped with the Super Track Pak, which includes a high-performance-steering gear, brake linings, and monotube-shock absorbers, P245/45R20 Goodyear Eagle F1 Super Car three-season tires and three-mode ESC with “full off” mode. All-Season tires are available at no extra charge. The Dodge Challenger Blacktop package is available for a U.S. MSRP of only \$1,995.

Innovative Uconnect® 430, 430N and 730N radios integrate a 6.5-inch touchscreen display with 20 to 28-gigabytes available for additional storage, USB port with iPod control, segment-leading Garmin® navigation guidance and mapping, SIRIUS Traffic and SIRIUS Travel Link, providing real-time weather, fuel prices and more while on the go (depending on model). The Dodge Challenger also offers a world-class 900-watt, 18-speaker premium surround-sound system from Harman Kardon®.

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 head room (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.

The 2013 Dodge Challenger features more than 45 safety and security features, including standard ESC, now integrating 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.

About the Dodge Brand

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 41 mpg 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

About Cars.com

Cars.com is an award-winning online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. Cars.com offers thousands of new and used vehicle listings, consumer reviews, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and many other tools. Cars.com put millions of car buyers in control of their shopping process with the information they need to make confident buying decisions. Launched in June 1998, Cars.com is a division of Classified Ventures LLC, which is owned by leading media companies, including A.H. Belo (NYSE: AHC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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