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Dodge Brand Offers 'Double-Up' Program on 2014 Dodge Charger and Challenger

- Get a 2014 Charger or Challenger now; trade to a 2015 Charger or Challenger and keep the same payment
- Innovative, industry-exclusive lease program offered through end of August 2014
- No additional down payment required on eligible 2015 models
- Flexibility to choose a Charger or Challenger now and switch to the other model later
- Augmented reality App coming in May; experience 2015 Charger and Challenger on tablets and mobile devices

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New 2015 Dodge Charger and Dodge Challenger muscle cars are coming later this year, but there is no need to wait to get into one of these performance icons.

The Dodge brand has crafted the "Double-Up" program for Charger and Challenger enthusiasts. Eligible customers can lease a 2014 Charger or Challenger for 12 months, and leave the dealership with a guarantee that when they return in a year and follow program rules they will have the same lease payment on a new 2015 Charger or Challenger.

Customers can take advantage of this innovative program now through the end of August 2014.

"If you have your eye on a new Challenger or Charger, there's no need to wait for the new models to arrive," said Tim Kuniskis, Dodge Brand President and CEO, Chrysler Group LLC. "The Dodge Double-Up program lets you drive today's Charger or Challenger and trade to the 2015 with no increase in payment. This is our way of thanking our loyal Charger and Challenger customers, and extending this offer to any new customers longing to get into one of these iconic muscle cars."

Both the Charger and Challenger were strong sales performers during 2013. Last year, the Charger recorded its best annual sales since 2007, while the Challenger posted its best annual sales ever.

Under this new "Double-Up" program, eligible customers may enter into a 12-month lease for a 2014 Charger (excluding Charger SE and Charger SRT) or a 2014 Challenger (excluding Challenger SRT).

When their 12-month lease is up these eligible customers who follow program rules are guaranteed the same lease payment on a 36-month lease, with no additional down payment, on select all-new 2015 Charger or Challenger models. Customers may lease any 2015 Charger (excluding Charger SE and Charger SRT) and any 2015 Challenger (excluding Challenger SRT). If customers choose to purchase the 2015 model, they will receive \$1,000 bonus cash toward the purchase of the vehicle.

Customers must use the same Dodge dealership for both transactions, lease through Chrysler Capital and follow program rules for eligibility. Customers interested in this offer should see their Dodge dealer for program terms and conditions and further information.

In addition to revealing the 2015 Dodge Charger and 2015 Dodge Challenger this week at the New York Auto Show (NYAS), the brand has created a "Dodge 2015 Experience," which provides consumers a unique browser-based 360-degree sneak preview of the new vehicles before they are available in dealer showrooms.

Dodge enthusiasts attending the New York Auto Show, and those visiting Dodge dealerships afterwards, will have the opportunity to check out the "Dodge 2015 Experience" on iPads programmed with 2015 Charger and Challenger photos, videos and 360-degree exterior and interior views.

They will also get the first peek at the upcoming three-dimensional augmented reality App coming in May. The App will allow consumers to experience the 2015 vehicles through their own tablets or mobile devices. Users can change the vehicle color and wheels, take 360-degree tours of the inside and outside of the new vehicles and drive their Chargers or Challengers on a virtual track.

Dodge//SRT

For more than 110 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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