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Innovative and State-of-the-Art Advanced Technology Places the Driver in Ultimate Control of the 2015 Dodge Challenger SRT

- All-new Dodge Challenger SRT with the Hellcat engine offers red/black key fob technology; determines how much and who can unleash horsepower
- All-new SRT Drive Modes personalize drive experience both on-road and on-track
- New Dodge Challenger SRT offers the largest touchscreen in its class: new and easy-to-use 8.4-inch Uconnect system
- Personalization made easy with the new 7-inch Driver Information Display (DID) enhanced by vivid, intuitive graphics enabled by thin-film transistor (TFT) technology
- Dodge Challenger SRT Performance Pages display driver statistics and feedback on new 7-inch customizable DID and the 8.4-inch touchscreen
- New available Uconnect Access Via Mobile allows customers to enjoy their personal Internet radio accounts and stream audio content using their own mobile device data plans
- New available navigation system accommodates one-step voice destination entry and enhanced 3-D navigation map graphics
- Acclaimed Uconnect Access services leverage a built-in data connection
 - Enables direct, one-touch connections with emergency service providers, roadside assistance dispatchers and vehicle information specialists
 - Available mobile phone app allows Dodge Challenger SRT owners to remote start their Challenger (automatic transmission), lock or unlock doors from their mobile devices
 - Enables on-demand WiFi hot-spot capability
- Voice-recognition technology, steering-wheel controls, touchscreen displays and traditional controls work together to provide Dodge Challenger SRT customers with a variety of ways to interact with their mobile phones, music, navigation system and Uconnect Access services
- Standard Harman Kardon premium audio system designed to immerse passengers in the ultimate audio experience

July 21, 2014, Auburn Hills, Mich. - The 2015 Dodge Challenger SRT offers technologies that allow the driver to be safely connected and informed. With a Chrysler Group first offering of a new key fob technology and the debut of Drive Modes, drivers also have the ability to personalize their on-road and on-track drive experience and determine who may tap into all that horsepower and torque.

Red key fob unleashes full potential, black key fob and Valet Mode sets limits

The new Dodge Challenger SRT with the Hellcat engine delivers more power than any V-8 engine the Chrysler Group has ever offered, but the driver is in total control how much horsepower they may want to use and who in their trusted stable may access it.

For the first time in Chrysler Group history, the all-new 2015 Challenger SRT with Hellcat engine comes standard with two key fobs – red and black. The red key fob is the only key that can unlock the full horsepower and torque potential

of the Dodge Challenger SRT with Hellcat engine; while the black key fob limits the driver to an impressive output of 500 horsepower.

Valet Mode is offered on both Challenger SRT and Challenger SRT with the Hellcat engine models. When Valet Mode is activated, the following vehicle configurations are enabled:

- Engine is remapped to significantly reduce horsepower and torque; limited to 4,000 RPM
- Transmission locks out access to first gear and upshifts earlier than normal
- Transmission will treat the manual shifter position the same as the drive position
- Traction, steering and suspension are set to their "street" settings
- Steering-wheel paddle shifters are disabled
- Drive Mode functions are disabled
- Electronic stability control (ESC) is enabled to Full-On
- Launch Control is disabled

The driver can activate and deactivate Valet Mode with a four-digit PIN code they create.

Personalizing the Dodge Challenger SRT driving experience

Whether its on-road or on-track, Challenger SRT owners can personalize their drive experience via the all-new SRT Drive Modes, which tailor the driving experience by controlling horsepower, transmission shift speeds, steering (Challenger SRT only), paddle shifters (automatic transmission only), traction and suspension. Drive Modes are pre-configured for Sport, Track and Default settings, while the Custom setting allows the driver to customize the drive experience to their favorite settings.

- Custom – Allows the driver to fully-customize the vehicle's performance
- Sport – Delivers increased vehicle performance capability over the Default Mode
- Track – Delivers maximum vehicle performance capability on smooth, dry surfaces
- Default – Activated automatically when restarting the vehicle

The Drive Modes feature is controlled through the Uconnect radio and may be accessed by performing any of the following:

- Pushing the SRT button on the instrument panel switch bank
- Selecting "Drive Modes" from the "SRT & Apps" menu
- Selecting "Drive Modes" from within the Performance Pages menu

Staying connected and informed via Uconnect

The new 2015 Dodge Challenger SRT marks the debut of the latest Uconnect services and features designed to take the Challenger SRT driving experience to the extreme. From the new and easy-to-use 8.4-inch touchscreen, to a full-color 7-inch Drive Information Display (DID), to the Challenger SRT Performance Pages – all enable the driver to stay conveniently engaged, informed and connected while keeping their hands on the steering wheel and eyes on the road.

"The new 2015 Dodge Challenger SRT is an incredible vehicle that not only offers customers ultimate driving performance but also offers an ultimate driving experience with the variety of features and services that Uconnect has to offer," said Alan Amici, Head of Uconnect Systems and Services. "Our goal is to provide Challenger SRT drivers with a variety of ways to quickly connect with and easily control the information they want and need, while keeping them focused on the primary task of driving safely."

New 7-inch Driver Information Display (DID)

The new 2015 Dodge Challenger SRT features a standard, segment-exclusive, 7-inch full-color, multiview DID that lets the driver personalize the information displayed in the instrument cluster. The 2015 Dodge Challenger SRT DID is designed to visually communicate information, using graphics and text, quickly and easily.

The multiview display offers a wide range of customization options, from a basic digital speed read out to more detailed vehicle status information such as tire pressure, fuel economy, audio, warning messages and turn-by-turn navigation.

Operating the display is intuitive and clearly communicated to users with easy-to-understand icons and instructions. Using buttons on the steering wheel, drivers can customize the screen with as much or as little information as they desire. There are three areas of the DID that can be customized with time, temperature, audio, compass or speedometer. The main screens found inside the instrument cluster menu are: gears, fuel economy, vehicle messages, performance information, trip, audio and when equipped, advance driver assistance system information.

Once a main screen is chosen, it becomes the default setting and the vehicle will remember the user's selection upon restarting the new Dodge Challenger SRT. Vehicle concerns are instantly reported to the driver via pop-up warning messages on the display. Warning messages are then stored so a driver can review the message at their convenience.

Dodge Challenger SRT Performance Pages

The Uconnect 8.4AN or 8.4A systems inside the 2015 Dodge Challenger SRT are designed to provide drivers with a range of performance statistics, including the vehicle's dynamic handling, braking, engine horsepower, engine torque and acceleration.

The Uconnect System's SRT Performance Pages display real-time information on the DID or the 8.4-inch touchscreen. The information also can be saved to a USB or uploaded online to the Mopar's Owner Connect page so it can be shared.

Drivers using their voice to launch the app will be greeted with the Dodge SRT Performance Pages' homepage. When they push the Timer button on the touchscreen, they're connected to the "reaction time" feature, which gives the driver a 2.5-second countdown. From there, drivers will be able to connect to a variety of vehicle information by scrolling through the screens menu, including:

- Timers: Information such as top speed, 0-60 mph acceleration, 0-100 mph acceleration, elapsed times for one-eighth mile and one-quarter mile distances, reaction time for launching the Challenger SRT against a simulated drag strip timer, and lap time, a new timer that allows drivers to record lap times located on the DID.

Dodge Challenger SRT Performance Pages also can display braking distance in feet or from the speed at which brakes were applied.

All of these data points can be displayed with current, best or last readouts.

- Gauge Pages: Two pages of gauges can help drivers monitor all the essentials, including oil temperature, oil pressure or battery voltage output, and supplements that measure with coolant temperature, intake air temperature and transmission oil temperature readings.
- G-Force: Real-time G-Force values can be displayed for Lateral G-Force that measures left and right force of the vehicle, Longitudinal G-Force that will measure the acceleration and braking force of the vehicle and Peak G-Forces will measure the maximum g-forces that have been achieved within the vehicle.
- Engine: This page provides drivers with engine information that includes vehicle speed, real-time horsepower and torque readings, oil pressure and gear-selector position on vehicles equipped with an automatic transmission. The Challenger SRT with the Hellcat engine also features a boost gauge.

New Uconnect system

New Uconnect systems, available in 8.4-inch systems, accommodate Challenger SRT's audio, climate, communication and entertainment features:

- Uconnect 8.4AN features an available 8.4-inch color touchscreen with standard Uconnect Access service. With its user-friendly touchscreen display and large, easy-to-use icons located along the bottom of the screen, the system offers touchscreen operation for the radio, personal audio devices with player controls, climate, navigation and phone. The Uconnect 8.4 system offers a range of features that provides customers with multiple ways to connect their vehicle; HD Radio, SiriusXM Radio, SiriusXM TravelLink

and SiriusXM Traffic; voice recognition technology to provide handsfree operation of mobile phones, music and texting. This system also includes USB, SD Card and 3.5 mm auxiliary inputs in the media console.

Uconnect Access Via Mobile

The 2015 Dodge Challenger SRT also includes a five-year trial of Uconnect Access Via Mobile, the latest extension of Chrysler Group's suite of Uconnect Access services. Uconnect Access Via Mobile offers an easy-to-learn interface and easy-to-view 8.4-inch touchscreen that allows customers to enjoy their personal Internet radio accounts and stream audio content using their own mobile device data plans. The result: a truly personalized listening experience.

Uconnect Access Via Mobile seamlessly brings four popular Internet radio apps into the Dodge Challenger. They are: Aha by Harman, iHeartRadio, Pandora and Slacker. Like all Uconnect-brand features, it is designed to be easy to learn and easy to use.

With Pandora, for instance, customers can register their preferences by hitting the app's familiar buttons – "thumbs up" or "thumbs down" – which are displayed on the available 8.4-inch touchscreen. In addition, unique steering-wheel controls make it easy for the driver to skip a song at the push of a button.

Voice Command

The available Uconnect Voice Command is a voice-activated communication system that allows drivers to operate their mobile phone, music and navigation system handsfree to stay focused on driving. When a compatible Bluetooth mobile phone is initially connected to the system, the phone book within the device is automatically downloaded, synchronizing as many as 5,000 phone book entries, which can then be selected by simply saying a contact name. The feature also allows drivers to switch radio modes, tune to SiriusXM Radio, AM, FM and HD and request real-time information, such as weather, fuel prices and movie listings from the available SiriusXM Travel Link using natural voice commands. The handsfree option promotes driver focus, freedom, value and flexibility.

Bluetooth-equipped cell phones that feature Message Access Profile (MAP) allow for Voice Text Reply, which will:

- Announces receipt of a text message
- Audibly identifies sender
- Reads the message

This industry-first voice recognition system uses the embedded connectivity to access cloud-based voice-recognition and enable advanced text messaging, which converts the spoken word into verbatim text messages. Communication is limited only by the user's vocabulary.

Navigation features

The 2015 Dodge Challenger SRT's available Uconnect 8.4AN offers navigation standard, including 3-D imagery of landmarks, city models and digital terrain. The Uconnect systems use the large, 8.4-inch screen to deliver directions, lane guidance and points of interest. Directions are given audibly and also appear in the DID – so information is available when the driver needs it. The system features enhanced graphics and a one-step voice entry system so customers can easily say the address and navigate on the go.

Entertainment features

HD Radio, SiriusXM Radio and a variety of ways to access digital music, including USB and 3.5 mm auxiliary inputs, Bluetooth streaming audio, as well as a remote USB port in the media console, which all come standard.

SiriusXM Travel Link

The 2015 Dodge Challenger SRT's available Uconnect 8.4AN offers SiriusXM Travel Link that can be operated via voice command and provides premium data services and information to make every trip more efficient. Services include:

- Weather: shows coast-to-coast weather data, current conditions and five-day forecasts, detailed storm

- cell information, hurricane and tropical storm tracking, local wind speeds and even ski resort conditions
- Fuel Prices: lists prices, locations and distance to more than 120,000 fuel stations across the United States, and can have the navigation system route to a selected fuel station location. The feature also can search for fuel grade pricing for gasoline and diesel
- Sports: in-game and final scores and weekly schedules from the NFL, NBA, MLB, NHL, NASCAR, golf, college football and basketball
- Movies: uses listings from more than 4,500 movie theaters across the United States to help consumers plan movie times, theater addresses, ratings and run lengths ahead of time. Passengers also may have the navigation system set a route to a selected theater location

SiriusXM Traffic

SiriusXM Traffic works with the Challenger SRT's 8.4AN navigation system to display traffic speed and flow information along with accident information to assist drivers in routing around congested areas.

Uconnect Access: A suite of connected services

The Uconnect 8.4AN provides owners with an included 12-month trial of Uconnect Access Services. A variety of services leverage a built-in data connection. With the Uconnect Access app, users can remotely lock or unlock doors or start their vehicles via the web or a smartphone. The Uconnect system includes a 9-1-1 call button on the rearview mirror for a direct connection to emergency services. An Assist button also is integrated into the rearview mirror to summon help directly from a roadside assistance provider or connect with Chrysler Group's Chrysler Customer Care or Uconnect Customer Care.

With their hands on the steering wheel, Dodge Challenger SRT customers also can use Uconnect Access to tap the power of the cloud. When a compatible (check UconnectPhone.com for device compatibility) Bluetooth mobile phone with the Message Access Profile (MAP) is paired, Uconnect Access will:

- Announce receipt of incoming texts
- Identify the senders
- "Read" the messages aloud

To respond or compose any new text, drivers need to simply dictate a message of 100 characters or less. The Uconnect system will send the message to a cloud-based voice-recognition server that converts spoken words to text and "reads" it back for accuracy before sending verbatim. And it can all be done hands free, without having to memorize any pre-approved messages.

Drivers unsure of their destination and looking for popular locations around them can use their voice to conduct a Yelp search for the location they are trying to find.

En route, passengers also can check e-mail or browse news sites. The on demand Wi-Fi hotspot capability enabled by Uconnect Access provides in-cabin wireless Internet connectivity via laptop, tablet or smartphone, whether on the move or at the worksite. Customers can purchase Wi-Fi for a day, week or month.

Uconnect systems are always current

Owners can be confident knowing that the all-new 2015 Dodge Challenger SRT is designed to be forward-thinking, providing the freedom to upgrade Uconnect Access services without having to replace their factory-installed Uconnect systems. Uconnect Access services are updatable through software updates.

A variety of ways to control your content

The Uconnect system controls are placed on the rear of the steering wheel in addition to the center stack. Chrysler Group LLC was the first vehicle manufacturer to integrate these rocker switches at the back of the steering wheel, where research has shown customers have a preference. Audio system controls, including next station, radio preset and previous station or track, are located on the left rear. Volume up or down and change audio source are located on the right rear of the steering wheel. This means drivers can keep their hands on the wheel while they enjoy a variety of entertainment content sources.

Premium audio system

The new 2015 Dodge Challenger SRT offers an audiophile-quality sound system to immerse passengers in the ultimate audio experience:

- Harman Kardon 19-speaker high performance audio system
- 12-channel amplifier
- Seven 3.5-inch speakers located in the front dash, rear doors and rear deck
- Two 6 x 9-inch speakers located in the front doors
- One 10-inch subwoofer center-positioned in the rear-shelf area

Dodge//SRT

For more than 100 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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