

## **All-new 2015 Dodge Challenger Earns Five-Star Overall Safety Rating From U.S. National Highway Traffic Safety Administration**

- **2015 Dodge Challenger coupe earns five stars overall, the highest possible score in NHTSA's safety rating program**
- **More than 70 safety and security features, including new for 2015 class-exclusive Forward Collision Warning, adaptive cruise control, Blind-spot Monitoring and Rear Cross Path detection**
- **All-new 2015 Dodge Challenger starts at \$26,995 (excluding tax, destination and title)**

December 18, 2014, Auburn Hills, Mich. - The all-new 2015 Dodge Challenger has earned a five-star overall safety rating from the U.S. National Highway Traffic Safety Administration (NHTSA).

Five stars is the highest possible safety rating given by NHTSA.

"The new Dodge Challenger coupe further demonstrates our commitment to broaden the proliferation of advanced safety technologies, such as driver-assist features," says Scott Kunselman, Senior Vice President-Vehicle Safety and Regulatory, FCA-North America.

In its assessment of the new Challenger, NHTSA notes the availability of Forward Collision Warning (FCW), which features forward-facing sensors programmed to detect the potential for certain types of frontal collisions. If detected, the driver is alerted with visual and audible warnings.

The 2015 Dodge Challenger is the only car in its segment with such capability.

FCW is among more than 70 available safety and security features on the 2015 Dodge Challenger. Others include Blind-Spot Monitoring and Rear Cross-Path Detection, which was pioneered by FCA US LLC.

Among the individual crash-tests in which the Challenger scored five stars were front- and side-impacts.

"The 2015 Challenger checks all the boxes," Kunselman says. "It affords premium safety and security in a stylish package that delivers a sporty driving experience."

And it does so for \$26,995, excluding tax, destination and title.

Building on the 2014-model's legacy of honors that include Edmunds.com's Best Retained Value Award and winner three years' running J.D. Power's APEAL Award for overall ownership enjoyment, the 2015 Dodge Challenger ups its game with:

- New 1971-inspired exterior and interior design features
- An unmatched array of personalization options, including a wide range of colors, stripes and wheels to create the perfect combination of fun, nostalgia and power
- Segment-first and segment-exclusive TorqueFlite eight-speed automatic transmission, which delivers world-class precision and up to an 11 percent improvement in fuel economy, compared with the outgoing gearbox
- Significant new technology upgrades such as the all-new Uconnect Access system with standard touchscreen, standard new 7-inch multi-view TFT gauge cluster, new performance electronic shifter, Keyless Enter 'n Go with push-button start.

Last month, the Challenger recorded its best-ever November sales total with 4,157 deliveries. That's a 52-percent jump compared with the same month in 2013.

## **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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