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## **Dodge is Shaking Up the Muscle Car Segment Again; Opens Orders for New 2015 Challenger 'Shaker' Models**

Dodge Celebrates 45 Years of Its Functional "Cold-air Grabbing" Hood Scoop That "Shakes" With the Legendary HEMI® V-8 Engine's Movement

- Back by enthusiast demand, Dodge returns the "Shaker" to the Challenger lineup – now expanding the functional cold-air induction hood scoop on two HEMI V-8 engines and three performance-packed models
- "King of the Shakers" – all-new 2015 Dodge Challenger 392 HEMI Scat Pack Shaker combines the ultimate combination of 485 best-in-class horsepower and legendary Dodge heritage cues with a functional Shaker hood
- Dodge Challenger R/T Shaker and R/T Plus Shaker models feature the legendary 5.7-liter HEMI V-8 engine with unique hood and intake design combined with a functional exposed-element cold-air intake system
- New 2015 Dodge Challenger R/T Shaker and R/T Plus Shaker are available for ordering now, with the 392 HEMI Scat Pack Shaker model available for customer orders in March

February 13, 2015, Auburn Hills, Mich. - Designed to deliver maximum performance and the most Dodge muscle-car heritage in the brand's lineup, the new 2015 Challenger R/T Shaker, R/T Plus Shaker and first-ever 392 HEMI® Scat Pack Shaker models celebrate 45 years of the functional "cold-air grabbing" hood scoop that "shakes" with the legendary HEMI V-8 engine's movement.

"After selling out last year's Shaker model production in just four days, our hardcore Challenger customers demanded we bring back the Shaker – plus offer more power and more performance," said Tim Kuniskis, President and CEO, Dodge and SRT Brands. "We listened, and for 2015, the new Dodge Challenger lineup offers the legendary Shaker hood expanded to include our 485 horsepower HEMI V-8 delivering up to 113 more horsepower than last year, plus even more track-proven hardware and technology – a combination our enthusiasts have been waiting for."

New 2015 Dodge Challenger R/T Shaker and R/T Plus Shaker are available for ordering now, with the high-performance 392 HEMI Scat Pack Shaker model available for customer orders in March.

### **45 years of the Shaker hood**

As the model name suggests, the legendary "cold-air grabbing" Shaker not only looks good with its Satin Black center-mounted hood scoop, snorkeling up from the engine compartment, it also directs cooler air back into the 5.7-liter, or now 6.4-liter (392 cu.in.), HEMI® V-8 engine. And, like the original 1970 Challenger R/T with the Shaker hood, the new 2015 Challenger models continue the Dodge tradition of an engine-mounted hood scoop that "shakes" with the powertrain's movement.

Designed for muscle-car buffs who can't help but tinker with their toys, the Challenger R/T Shaker, R/T Plus Shaker and 392 HEMI Scat Pack Shaker models feature a functional Shaker hood with Mopar cold-air intake, conical air filter and optimized air box for improved airflow and performance. Lift the hood and enthusiasts will also be treated to an under-hood "Shaker" graphic – reminiscent of the 1970s original.

### **Challenger R/T Shaker**

For drivers who like to share their performance credentials, the new Challenger R/T Shaker adds a functional Shaker hood with cold-air induction and Mopar conical air filter to the Challenger R/T model's 5.7-liter HEMI V-8 engine delivering up to 375 horsepower and 410 lb.-ft. of torque. In addition the package adds hood-to-tail Satin Black Shaker graphic stripes, Shaker hood badges, black deck-lid spoiler with Parkview backup camera, "Shaker" startup

screen, Satin Black fuel-filler door with heritage "FUEL" lettering, projector fog lamps, 20-inch polished aluminum satin finish wheels with black pockets and premium black cloth performance seats with Ballistic 2 inserts and Tungsten accent stitching.

The new TorqueFlite eight-speed transmission is available (372 horsepower, 400 lb.-ft. of torque) and includes Sport mode with paddle shifters, plus Fuel Saver Technology with four-cylinder mode and interactive Decel Fuel Shut Off (iDFSO).

#### Super Track Pak

For maximum performance on road and track, Challenger R/T Shaker includes the Super Track Pak with a full complement of race-bred chassis upgrades, including a 0.5-inch lowered suspension, high-performance Bilstein shock absorbers, high-performance brakes, three-mode electronic stability control (ESC) calibration with "full off" and three-season Goodyear Eagle F1 tires (Goodyear Eagle RSA all-season performance tires available). For a more road-holding stance, the Dodge Challenger R/T Shaker is available with 20-by-9-inch matte black lightweight forged aluminum wheels (late availability).

The new 2015 Dodge Challenger R/T Shaker model has a starting U.S. Manufacturer's Suggested Retail Price of \$35,495 (all prices exclude \$995 destination).

#### **Challenger R/T Plus Shaker**

Adding to the Challenger R/T Shaker model's standard equipment, the new 2015 Challenger R/T Plus Shaker includes unique heated and ventilated Nappa leather performance seats with "Shaker" logo stitched in Black and Ruby Red, or Black and Sepia; unique door bolsters with graduated accent stitching, premium floor mats with "Dodge" logo, Dodge Performance leather-wrapped steering wheel with power tilt-and-telescoping column, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capable and Uconnect Access with 9-1-1 call/Assist Call, six premium speakers and 276-watt digital amplifier. For a more road-holding stance, the Dodge Challenger R/T Plus Shaker is available with 20-by-9-inch matte black lightweight forged aluminum wheels.

Expanding on the Super Track Pak's capability, the Challenger R/T Plus Shaker adds a shortcut button to the new Dodge Performance Pages embedded in the class-exclusive Uconnect 8.4-inch touch screen radio that provides visible performance information, such as programmable shift light indicator, reaction time, 0-60 times, G-force indicator and lap times in the 7-inch TFT customizable cluster display.

The new 2015 Dodge Challenger R/T Plus Shaker model has a starting U.S. MSRP of \$38,495.

#### **Challenger 392 HEMI Scat Pack Shaker**

As the "King of all Shakers," the 392 HEMI Scat Pack Shaker ups-the-ante with its best-in-class 485 horsepower and 475 lb.-ft. of torque, delivering up to 113 more horsepower and a 65-lb.-ft. leap in torque compared with the 5.7-liter Challenger R/T Shaker models — representing more than a 30 percent jump in horsepower and 18 percent jump in torque. The coupe's best-in-class power enables it to turn mid 4-second 0-60 mph times and low 12-second quarter mile times.

Adding to the standard equipment found on the Dodge Challenger R/T Plus Shaker, the first-ever 2015 Challenger 392 HEMI Scat Pack Shaker includes a 6.4-liter (392 cu.in.) HEMI V-8 engine with 485 horsepower and exposed functional shaker hood with engine-mounted high-flow cold-air induction, Tremec six-speed manual transmission (new TorqueFlite eight-speed transmission with paddle shifters is available), Scat Pack fender badge, 392 HEMI Shaker hood badge, 180 mph primary speedometer, active stainless steel performance dual exhaust system and 220-amp alternator. In addition, the Challenger 392 HEMI Scat Pack Shaker takes the Super Track Pak suspension to the next level with a Brembo four-piston high-performance brake package and 20-by-9-inch polished aluminum wheels.

#### Scat Pack Appearance Group

With the available Scat Pack Appearance Group, the 2015 Challenger 392 HEMI Scat Pack Shaker model replaces the hood-to-tail Satin Black Shaker graphic stripes for the signature Satin Black Bumble Bee rear stripe — a Dodge heritage cue that dates back to 1968. Additional equipment includes Scat Pack-logo embroidered performance seats in Black or Ruby Red Nappa leather, animated "Scat Pack" Bumble Bee splash screen and 20-by-9-inch lightweight forged matte black aluminum wheels. MSRP for the Scat Pack Appearance Group is \$1,100.

The new 2015 Dodge Challenger 392 HEMI Scat Pack Shaker model has a starting U.S. MSRP of \$42,495 (excluding \$1,000 gas-guzzler tax with manual transmission).

### **Heritage Hues**

Heritage and high-impact exterior colors for the 2015 Dodge Challenger Shaker model range include B5 Blue, Sublime Green and TorRed. Other factory colors include Billet Silver Metallic, Bright White, Pitch Black and Granite Crystal Metallic.

### **Dodge continues to build on the Scat Pack legacy**

In 1968, Dodge united the brand's performance vehicle enthusiasts through the creation of the "Scat Pack Club." The Scat Pack Club quickly transformed and expanded from an enthusiast club, into an over-arching Dodge performance philosophy. This shared philosophy ultimately evolved into the desire for even more performance. Dodge and Mopar brands partnered to respect this need by delivering factory-engineered performance stage kits that would ultimately become known as "Scat Packs."

For the 2015 model year, the all-new 2015 Challenger R/T Scat Pack and 392 HEMI Scat Pack Shaker models were created to deliver even more performance to the Dodge lineup. With a best-in-class 485 horsepower and 475 lb.-ft. of torque, track-ready performance features, heritage styling and the availability of the class-exclusive TorqueFlite eight-speed automatic transmission – these two Challenger models are targeted directly at hardcore Dodge enthusiasts.

### **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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT versions of every model across the lineup. For the 2022 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the Dodge Durango SRT 392, America's fastest, most powerful and most capable three-row SUV. Combined, these three muscle cars make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS). In 2021, the Dodge brand ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market), making it the only domestic brand ever to do so two years in a row.

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