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Dodge Debuts Plum Crazy Heritage Hue for 2016 Challenger and Charger at Woodward Dream Cruise, Provides Collector-demanded Production Numbers for High-impact Paint Colors

New 2016 Dodge Challenger 392 HEMI Scat Pack Shaker and Charger R/T Scat Pack Models in Plum Crazy Will Be Shown at the Dodge Display at 13 Mile and Woodward Ave in Royal Oak, Mich.

- Back for a limited-production run, iconic Plum Crazy exterior paint will be made available on 2016 Dodge Challenger and Charger models, including the ultimate-in-performance, 707-horsepower SRT Hellcat models and 485 best-in-class naturally aspirated R/T Scat Pack models
- Originally debuting in 1970, Plum Crazy hue spans several generations of muscle-car collectors and enthusiasts and has been a signature Dodge muscle car color ever since
- Plum Crazy will open in September, one month early for sold orders only on 2016 Dodge Challenger or Charger models with production beginning this November
- Regular dealer orders for Plum Crazy are scheduled to open in October and will only be available for order until the end of the year
- Pulled from the archives: for the first time ever, Dodge brand provides its full production numbers of limited-edition and high-impact hues since Charger and Challenger's return to market in 2006 and 2008, respectively
- Limited-edition models and limited-production paint colors add collectability, accounting for less than 11 percent of the entire global production of Dodge Charger and Challenger to date

August 11, 2015, Auburn Hills, Mich. - Beyond its rich muscle car legacy, which is highlighted today by the Challenger and Charger SRT Hellcat models – the most powerful muscle cars ever, Dodge continues to produce some of the most recognizable high-impact and heritage hues that have ever hit the blacktop. And for this year's Woodward Dream Cruise, Dodge will debut the next limited-edition color from its archive: Plum Crazy.

"Powerful muscle cars painted in impactful colors make Woodward Dream Cruise the perfect setting for Dodge to debut the newest generation Challenger and Charger models in Plum Crazy," said Tim Kuniskis, President and Chief Executive Officer – Dodge Brand and SRT Brand, FCA – North America. "And with our strongest muscle-car arsenal ever, we knew it was time to reach into our Dodge paint code archive and offer our high-performance R/T Scat Pack and SRT Hellcat models in one of the most iconic exterior colors of all time."

Plum Crazy: 46 years of Dodge brand's iconic color

Since 1970, Plum Crazy has been one of the most desired paint colors for the Dodge Challenger and Charger. Today, the enthusiast demand for this heritage hue is stronger than ever – as the signature paint color is directly associated with high collectability and the famed "Mopar-or-no-car" legacy. Add in the widest performance range ever for the 2016 Challenger and Charger, and there hasn't been a better time to paint the Dodge brand's iconic muscle car arsenal in the nostalgic color.

"From the aggressive and in-your-face styling of the SRT Hellcat models, the reverberating black stripes on our Shaker models, to the nostalgic dual A-line side stripes in satin black or gloss white on the R/T Classic model – Plum Crazy further builds on Dodge brand's muscle-car roots and adds to Challenger and Charger's vibrant legacy," said Mark Trostle, Head of Dodge and SRT Design, FCA US LLC.

Plum Power: up to 485 naturally aspirated, or 707 supercharged horsepower

Dodge dealers will take orders in September for the 2016 Dodge Challenger or Charger in Plum Crazy, with production beginning this November. Models available with Plum Crazy include:

2016 Dodge Challenger models:

- Challenger SXT Plus
 - 3.6-liter Pentastar V-6 engine with 305 horsepower, standard TorqueFlite eight-speed automatic transmission and 30 mpg on the highway
- Challenger R/T, R/T Plus, R/T Classic, R/T Shaker and R/T Plus Shaker
 - 5.7-liter HEMI® V-8 engine with up to 375 horsepower paired to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission
- Challenger R/T Scat Pack, 392 HEMI Scat Pack Shaker and SRT 392
 - 6.4-liter HEMI V-8 engine with 485 best-in-class naturally aspirated horsepower paired to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission
- Challenger SRT Hellcat
 - 6.2-liter Supercharged HEMI V-8 engine with 707 horsepower – the most powerful power plant ever in a muscle car, mated to a standard six-speed manual transmission, or available with the paddle-shifting TorqueFlite eight-speed automatic transmission

2016 Dodge Charger models

- Charger SXT (when equipped with 20-inch wheels)
 - 3.6-liter Pentastar V-6 engine with 292 or 300 horsepower, paired to a standard TorqueFlite eight-speed automatic transmission
- Charger R/T and R/T Road & Track
 - 5.7-liter HEMI V-8 engine with 370 horsepower and paddle-shifting TorqueFlite eight-speed automatic transmission
- Charger R/T Scat Pack and SRT 392
 - 6.4-liter HEMI V-8 engine with 485 best-in-class naturally aspirated horsepower and paddle-shifting TorqueFlite eight-speed automatic transmission
- Charger SRT Hellcat
 - 6.2-liter Supercharged HEMI V-8 engine with 707 horsepower – the most powerful power plant in a muscle car ever – and paddle-shifting TorqueFlite eight-speed automatic transmission

Released for the first-time ever: production numbers for high-impact hues

Dodge Challenger and Charger owners are among the most loyal and performance-hungry automotive enthusiasts. These men and women have a deep appreciation for their rides and for the first time ever, the Dodge brand has reached in to its archive to provide these gearheads with the limited-edition and high-impact hues production numbers.

“For years, our Challenger and Charger owners have wanted to know just how unique their rides are, and the team at Dodge wants to further the collectability of these modern muscle machines with the actual production numbers,” added Kuniskis. “From limited-edition models like the Mopar ’10 and Challenger SRT8 Yellow Jacket, to limited-production Challenger and Charger models in high-impact paint colors such as Sublime, TorRed, Go Mango and Green With Envy, we’re excited to share our factory-backed production numbers to our current and future collectors and enthusiasts.”

With nearly 1.5 million Dodge Charger and Challenger models produced since both nameplates returned to market in 2006 and 2008 model years respectively, these limited-edition models and limited-production colors are highly collectable and represent less than 11 percent of the entire global production. Furthermore, each model year is detailed below:

Dodge Charger Limited Edition Paint and Model Production (Global: 2006 to 2015MY)

| MODEL YEAR | PAINT DESCRIPTION | PAINT CODE | MODELS | VOLUME |
|---|--------------------------|-------------------|---------------------------|---------------|
| 2006MY | Go ManGo | PVE | R/T Daytona | 4,210 |
| | Top Banana | PYH | R/T Daytona | 4,295 |
| | TorRed | PR3 | R/T Daytona | 2,326 |
| 2007MY | Plum Crazy | PHG | SRT8 | 300 |
| | Plum Crazy | PHG | R/T Daytona | 1,520 |
| | Detonator Yellow | PYB | SRT8 | 1,000 |
| | Sublime | PFB | R/T Daytona | 1,650 |
| | TorRed | PR3 | All | 6,519 |
| 2008MY | B5 Blue | PQD | SRT8 | 1,000 |
| | Hemi Orange | PLC | R/T Daytona | 1,750 |
| | TorRed | PR3 | All | 8,190 |
| 2009MY | Hemi Orange | PLC | SRT8 Super Bee | 425 |
| | TorRed | PR3 | All | 4,516 |
| 2010MY | TorRed | PR3 | All | 6,030 |
| 2011MY | Pitch Black | PX8 | Mopar '11 | 1,500 |
| | Toxic Orange | PVG | All | 5,205 |
| 2012MY | Blue Streak | PCL | All | 963 |
| | Stinger Yellow | PYV | SRT8 Super Bee | 711 |
| 2013MY | Daytona Blue | PB6 | R/T Daytona | 1,229 |
| | Plum Crazy | PHG | SRT8 and SRT8 Super Bee | 152 |
| | Hemi Orange | PLC | SRT8 and SRT8 Super Bee | 48 |
| | Copperhead | PLB | SXT and R/T | 728 |
| | TorRed | PR3 | All | 667 |
| 2014MY | Plum Crazy | PHG | R/T and SRT | 658 |
| | Header Orange | PL4 | All | 1,638 |
| | Header Orange | PL4 | SRT Super Bee | 74 |
| | TorRed | PR3 | All | 7,724 |
| | High Octane Red | PRR | 100th Anniversary Edition | 1,490 |
| 2015MY** | B5 Blue | PQD | SXT, R/T and SRT | 2,978 |
| | TorRed | PR3 | SXT, R/T and SRT | 2,272 |
| Total Dodge Charger limited-edition models and paint colors | | | | 71,768 |

Dodge Challenger Limited Edition Paint and Model Production (Global: 2008 to 2015MY)

| MODEL YEAR | PAINT DESCRIPTION | PAINT CODE | MODELS | VOLUME |
|-------------------|--------------------------|-------------------|--------------------|---------------|
| 2008MY | Hemi Orange | PLC | SRT8 | 4,092 |
| 2009MY | Hemi Orange | PLC | R/T & SRT8 | 6,029 |
| | B5 Blue | PQD | R/T Classic & SRT8 | 1,419 |
| | TorRed | PR3 | All | 4,677 |

| | | | | |
|--|------------------|-----|----------------------------|--------|
| 2010MY | Hemi Orange | PLC | R/T & SRT8 | 3,514 |
| | Plum Crazy | PHG | R/T Classic & SRT8 | 2,741 |
| | B5 Blue | PQD | R/T Classic & SRT8 | 2,031 |
| | Furious Fuchsia | PHP | R/T Classic & SRT8 | 1,527 |
| | Detonator Yellow | PYB | R/T Classic & SRT8 | 1,483 |
| | TorRed | PR3 | All | 6,694 |
| | Brilliant Black | PXR | Mopar '10 | 601 |
| 2011MY | Deep Water Blue | PBS | SRT8 392 Inaugural Edition | 863 |
| | Bright White | PW7 | SRT8 392 Inaugural Edition | 731 |
| | Green with Envy | PGE | R/T Classic & SRT8 | 1,532 |
| | Toxic Orange | PVG | All | 4,683 |
| 2012MY | Header Orange | PL4 | SXT, R/T and SRT8 | 2,225 |
| | Blue Streak | PCL | All | 2,154 |
| | Stinger Yellow | PYV | R/T Classic & SRT Superbee | 1,819 |
| 2013MY | Plum Crazy | PHG | R/T Classic & SRT | 1,769 |
| | Hemi Orange | PLC | R/T & SRT | 1,103 |
| | TorRed | PR3 | R/T & SRT | 377 |
| 2014MY | Plum Crazy | PHG | R/T Classic/Shaker & SRT | 1,320 |
| | Header Orange | PL4 | All | 3,178 |
| | High Octane Red | PRR | 100th Anniversary Edition | 1,715 |
| | TorRed | PR3 | All | 4,966 |
| | Pitch Black | PX8 | Mopar '14 Shaker | 60 |
| | Bright White | PW7 | Mopar '14 Shaker | 51 |
| 2015MY** | Sublime | PFB | All | 6,208 |
| | B5 Blue | PQD | All | 3,152 |
| | TorRed | PR3 | All | 6,747 |
| Total Dodge Challenger limited-edition models and paint colors | | | | 79,461 |

** 2015 MY volume is actual built units thru 7/31/2015

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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