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FCA Canada: Dodge Debuts Limited-production 717-horsepower Daytona 50th Anniversary Edition on New 2020 Charger SRT Hellcat Widebody

New Dodge Charger Daytona 50th Anniversary Edition Part of Dodge Display at the Modern Street HEMI® Shootout (MSHS) Area in Pontiac, Michigan, on Aug. 17 During Annual Woodward Dream Cruise

- 2020 Dodge Charger SRT Hellcat Widebody Daytona 50th Anniversary Edition is powered by the proven supercharged 6.2-litre HEMI® Hellcat V-8 engine with an extra boost of power: 717 horsepower and 650 lb.-ft. of torque
- Revised powertrain calibration unique to Daytona 50th Anniversary Edition increases rated power output by 10 horsepower to 717 at 6,100 rpm
- Charger Daytona 50th Anniversary Edition pays tribute to the infamous 1969 Charger Daytona, with production limited to 501 units, mirroring the 1969's production total
- As a nod to its design heritage, the Charger Daytona 50th Anniversary Edition features unique "Daytona" decklid and rear-quarter decal with matching spoiler
- Available in four exterior paint colours – B5 Blue, Pitch Black, Triple Nickel and White Knuckle, with B5 Blue exclusive in 2020 model year to the Daytona 50th Anniversary Edition
- Canadian dealer orders for all 2020 Dodge Charger models, including Daytona 50th Anniversary Edition, open in fall 2019; vehicles will start arriving in Dodge//SRT dealerships in early 2020
- 2020 Dodge Charger SRT Hellcat Widebody Daytona 50th Anniversary Edition will be on display at the MSHS lot during the annual Woodward Dream Cruise in Pontiac, Michigan, on Saturday, Aug. 17, at 50881 Woodward Ave., between Orchard Lake and Pike Streets
- 2020 Dodge Charger SRT Hellcat Widebody Daytona 50th Anniversary Edition will be built in Canada at Ontario's Brampton Assembly Plant (BAP)

August 14, 2019, Windsor, Ontario - Dodge continues to push the boundaries of performance, introducing the most powerful Charger ever – the 717-horsepower Daytona 50th Anniversary Edition – raising the performance bar even higher with the most powerful and fastest mass-produced sedan in the world.

Fifty years ago, Dodge launched the infamous Dodge Charger Daytona model with its huge wing and massive nose specifically designed to dominate in NASCAR racing. The Daytona prototype was the first car to break 320 kilometres per hour (km/h), or 200 miles per hour (mph), average lap speed and set a record that stood for 17 years. Coveted by collectors ever since, only 501 copies of the 1969 model were produced – the minimum number required to qualify for use on the NASCAR circuit.

Today, Dodge salutes its high-horsepower heritage with the new 717-horsepower 2020 Dodge Charger Daytona 50th Anniversary Edition. Its design, attitude and the limited-production numbers all pay tribute to the original record-setting Daytona. A unique "Daytona" decklid, rear-quarter decal with matching spoiler and Daytona-exclusive B5 Blue paint are throwbacks to the original. Like the legendary 1969 Daytona, production of the Daytona 50th Anniversary Edition is limited to 501 units.

"The Dodge brand continues to push the boundaries of performance with the most powerful and fastest mass-produced sedan in the world, the Charger SRT Hellcat Widebody," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. "Today, with the introduction of the limited-production Charger SRT Hellcat Widebody Daytona, we are both recognizing the Dodge brand's

performance heritage and staying true to our roots by offering high-performance, collectible vehicles that continue to defy the trends and deliver attainable performance that can't be found anywhere else .”

Performance enthusiasts can check out the new 2020 Dodge Charger Daytona 50th Anniversary Edition this weekend during the annual Woodward Dream Cruise. Dodge will display the new Daytona model, along with the new 2020 Dodge Charger SRT Hellcat Widebody, the 797-horsepower 2019 Dodge Challenger SRT Hellcat Redeye and much more, on Saturday, Aug. 17 at 50881 Woodward Ave, between Orchard Lake and Pike streets, in Pontiac, Michigan.

New 2020 Dodge Charger SRT Hellcat Widebody Daytona 50th Anniversary Edition

Created in 1969 as a 501-unit, purpose-built production run to qualify for NASCAR racing, the Charger Daytona set records with its distinct aerodynamic styling and legendary HEMI® power. The new Charger Daytona 50th Anniversary Edition builds on this celebrated history by adding more performance to North America's only four-door muscle sedan.

Building on this legacy, the Charger SRT Hellcat Widebody is the most powerful and fastest mass-produced sedan in the world, adding 8.8 centimetres (3.5 inches) of width with wider wheels and tires that are unmistakably Dodge//SRT, creating an aggressive, planted stance unlike any other four-door sedan on the market. The Daytona 50th Anniversary Edition ups the ante by increasing the shift points to 6,100 rpm in automatic mode, which yields a 10-horsepower boost from 707 to 717 exclusive to this model.

The Daytona 50th Anniversary Edition adds unique heritage appointments that give Dodge enthusiasts another way to display legendary Dodge performance attitude. The new 2020 Dodge Charger SRT Hellcat Widebody Daytona 50th Anniversary is available in four exterior paint colours – B5 Blue, Pitch Black, Triple Nickel and White Knuckle, with B5 Blue exclusive to the Daytona Edition.

Dodge designers reached back into the Daytona's storied past to create cues for the 50th Anniversary Edition, including “Daytona” decklid to rear-quarter decal with matching spoiler. The “Daytona” decal, spoiler and Hellcat badge are white on B5 Blue, Pitch Black and Triple Nickel models. On White Knuckle models, the “Daytona” decal and spoiler are Blue and the Hellcat badge has a bright finish.

Completing the athletic look are unique 20- by 11-inch “Warp Speed” wheels with a unique Satin Carbon finish, Pirelli 305/35ZR20 all-season performance tires (three-season tires are optional) and ultra-high performance Black Brembo six-piston front and four-piston rear brakes with vented rotors.

Race-inspired interior features carbon fibre and unique Daytona blue accent stitching

Daytona cues are also seamlessly integrated into the interior with unique black heated and ventilated Nappa leather and Alcantara suede performance seats with blue accent stitching and “Daytona” embroidered seat backs. Both driver and front passenger seats feature 12-way power adjust function. The blue accent stitch appears throughout the interior, on the centre console armrest, door panels and armrest, dashboard and shifter.

A Dynamica Suede headliner, real carbon fibre instrument panel (IP) and console bezels and Light Black Chrome interior accents are paired to the suede flat-bottom steering wheel, which features dual blue and silver accent stitching. Premium velour-bound floor mats have a blue dual stitched accent border. Both the steering wheel and floor mats are unique to and only available on this limited-production Daytona 50th Anniversary Edition model.

A custom IP badge with the Hellcat and Daytona logos is located on the passenger side and unique to each copy, identifying each vehicle as “x out of 501.”

Dealer orders for 2020 Dodge Charger models, including Daytona 50th Anniversary Edition, open in fall 2019; vehicles will start arriving in Dodge//SRT dealerships in early 2020.

About Dodge//SRT

Dodge//SRT offers a complete lineup of performance vehicles that stand out in their own segments. Dodge is North America's performance brand and SRT is positioned as the ultimate performance halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge, who founded the brand in 1914. Their influence continues today. New for 2019, the Dodge Challenger SRT Hellcat Redeye is possessed by the Demon. Its 797-horsepower supercharged HEMI high-output engine makes it the most powerful, quickest and fastest muscle car, reaching 0-96 km/h (0-60 mph) in 3.4 seconds, and the fastest GT production car with a ¼-mile elapsed time (ET) of 10.8 seconds at 210 km/h (131 mph). It also reaches a new top speed of 326 km/h (203 mph).

Joining the Challenger SRT Hellcat Redeye is the 2019 Dodge Challenger SRT Hellcat, with its more powerful 717-horsepower engine, and the Challenger R/T Scat Pack Widebody, featuring fender flares from the SRT Hellcat Widebody, which add 8.8 cm (3.5 in.) of width to the 485-horsepower Scat Pack's standard body. Also new for 2019 is the Challenger R/T Scat Pack 1320 with exclusive drag strip technology from the iconic Dodge Challenger SRT Demon. The Challenger R/T Scat Pack 1320 is a drag-oriented, street-legal muscle car and a blank canvas for the serious grassroots drag racer. The 2019 Dodge Durango SRT, North America's fastest, most powerful and most capable three-row SUV with a best-in-class tow rating of 3,946 kilograms (8,700 lbs.), completes the brand's performance lineup. These visceral performance models join a 2019 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger — a showroom that offers performance at every price point.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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