

Contact: Claire Carroll

David Elshoff

Three in a Row: Dodge Brand Wins Kelley Blue Book Brand Image Award

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- The top purchase reasons for Dodge vehicles are overall exterior styling, being "fun to drive" and overall power and acceleration
- Challenger and Charger are coming off a strong 2020 with combined retail sales up 6% year-over-year

March 30, 2021, Auburn Hills, Mich. - Dodge vehicles are known for their iconic muscle car looks and Kelley Blue Book is recognizing America's performance brand by naming Dodge the Best Car Styling Brand in the 2021 Brand Image Awards for the third year in a row. Award categories are calculated among luxury, non-luxury and truck shoppers and are based on annual new-car buyer perception data.

"Dodge represents quintessential American muscle through and through," said Isabelle Helms, vice president of research, market intelligence and pricing strategy for Cox Automotive. "Aggressive exterior styling with unique heritage design cues immediately draws consumers to the brand. That styling is matched perfectly to unrivaled performance under the hood. Dodge is true to its brand from its styling to its performance."

Indeed, the top purchase reasons for Dodge vehicles are overall exterior styling, being "fun to drive" and overall power and acceleration. Challenger and Charger are coming off a strong 2020 with combined retail sales up 6% year-over-year. 2021 marks the year that Dodge is distilled to the highest levels of performance, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup.

The [2021 Dodge Durango](#) is the Charger of the three-row SUV segment and raises the bar this year with updated exterior styling, a new interior with a Challenger-inspired cockpit and more performance than ever with six distinct models – SXT, GT, Citadel, R/T, SRT 392 and the new 710-horsepower Dodge Durango SRT Hellcat – the most powerful SUV ever.

Dodge muscle gets even stronger for the 2021 model year with the new "Demon-possessed" [Charger](#) SRT Hellcat Redeye, the most powerful and fastest mass-produced sedan the world. Raising the bar to performance levels never seen before in a four-door family sedan, the Dodge Charger SRT Hellcat Redeye serves up 797-horsepower and 707 lb.-ft. of torque, plus a top speed of 203 miles per hour (mph), delivering the ultimate in high-performance, comfort and road-ready confidence as the world's only four-door muscle car.

The [Dodge Challenger](#) is the world's quickest, fastest and most powerful muscle car. While the record-setting Dodge Challenger SRT Demon was a one-year, limited-production build, the 807-horsepower Dodge Challenger SRT Super Stock is born from its successes and, for 2021 model year, is the halo of the Challenger lineup, outperforming the competition in the modern horsepower wars as the newest ultimate drag-racing muscle car.

Dodge continues to offer customization straight from the factory with unique appearance packages, a variety of different color stripes and wheel finishes, all-original badges and distinctive Dodge heritage colors, including Sinamon Stick, Frostbite and Hellraisin on Charger and Challenger models, all of which make Dodge vehicles unique and stand out on the road.

Kelley Blue Book's Brand Image Awards

The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in shaping and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public. Award

categories are calculated among luxury, non-luxury and truck shoppers. The 2021 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's [KBB.com](http://www.kbb.com). The highly comprehensive study offers insights into how shoppers perceive important factors driving their purchase decisions and captures brand/model familiarity and consideration among new-car shoppers.

Kelley Blue Book (www.kbb.com)

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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.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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