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Dodge Brand Debuts New Interactive Mobile 360-degree Dodge Charger Virtual Experience, 2025 Charger Muscle Cars in Bludicrous Start Arriving in Dealerships

- Hosted by automotive enthusiast and gearhead Garrett Reed, the new, interactive, mobile Dodge Charger Virtual Experience showcases the all-new Dodge Charger and lets customers create their dream ride right on their phone
- The Dodge Charger Virtual Experience can be accessed on mobile devices through a QR code in Dodge dealership showrooms and at Dodge auto show displays, NHRA races and more throughout the year
- Bludicrous, a striking bright blue newly added to the exterior color palette, is one of eight exterior color options that can be customized in both the virtual and real worlds, joining After Dark, Destroyer Grey, Diamond Black, Peel Out, Redeye, Triple Nickel and White Knuckle
- 2025 Charger Daytona models in Bludicrous now arriving on dealership lots; high-impact blue exterior will also be available on four-door Charger Daytona models that go into production in the first half of 2025 and gas-powered Dodge Charger SIXPACK models starting in the second half of this year
- For more information on the all-new Dodge Charger, consumers can visit [Dodge.com](https://www.dodge.com)

March 18, 2025, Auburn Hills, Mich. - Dodge is making it easier than ever for enthusiasts to take a deep dive into the next generation of American muscle and create their dream vehicle with the new [Dodge Charger](https://www.dodge.com) Virtual Experience.

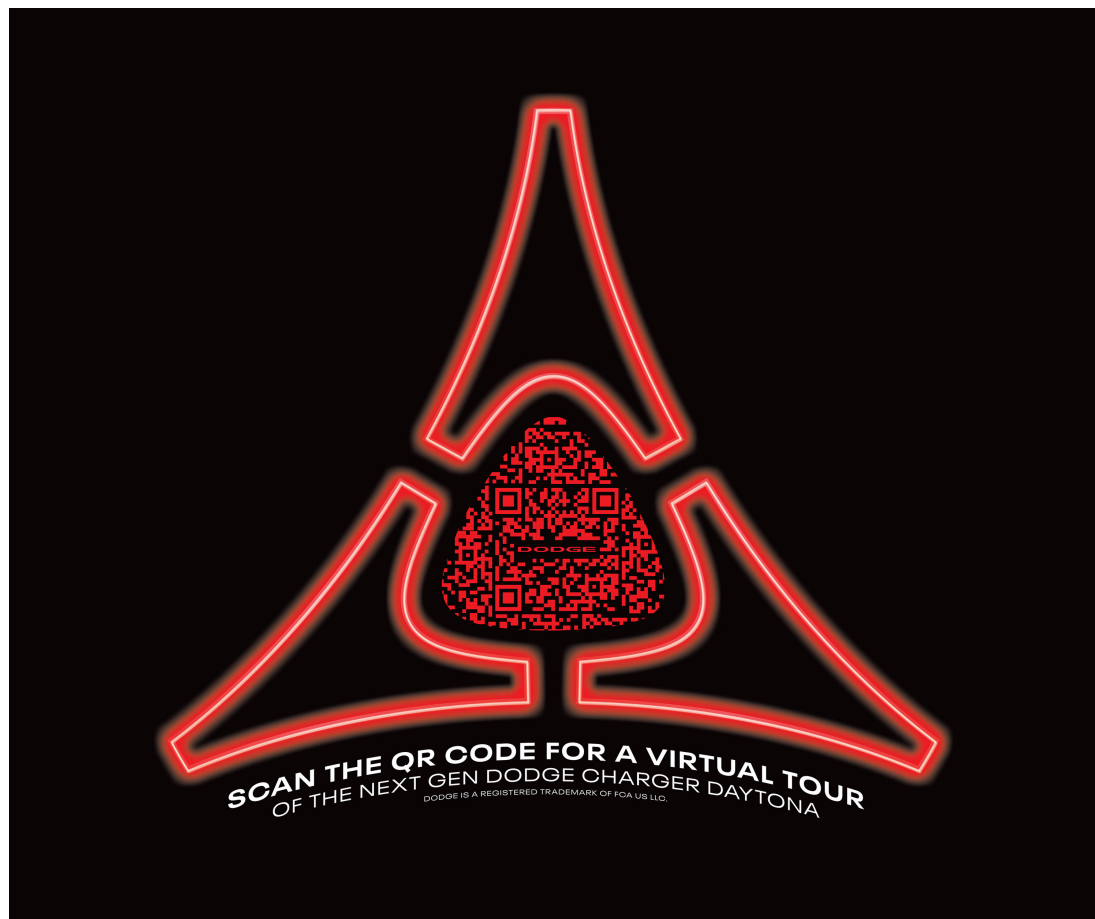
Hosted by automotive enthusiast and gearhead Garrett Reed, this new, interactive, mobile, virtual, 360-degree world showcases the new Dodge Charger where many shoppers spend a lot of time: their mobile devices. The Dodge Charger is loaded with new tech and performance features and, guided by Reed, the Virtual Experience allows customers to get familiar with all of the Chargers' capabilities, helping them create their dream ride in the virtual world before they bring it roaring home.

"Enthusiasts love Dodge muscle cars both for the game-changing performance and also for our brand's legacy of offering a custom look straight from the factory," said Matt McAlear, Dodge CEO. "Now, with the new Dodge Charger Virtual Experience, they can create their dream Dodge Charger right on their phone. Whether it's choosing the perfect color, selecting available premium interior materials or colors, or adding tech features, the Dodge Charger Virtual Experience puts the power of customization right at their fingertips."

Like the vehicle it represents, the new Charger Virtual Experience is next gen, elevating the way customers can access information and dig deep into this next generation of American muscle. Guided by Reed, navigating the system is simple and allows customers to explore topics that interest them most, such as:

- Get informational deep dives on the three pillars of the new Charger – performance, technology and design – with detailed sub-sections packed with information on each subject
- Choose to explore the Charger Daytona Scat Pack or Daytona R/T model, then virtually customize the Charger to view a variety of available exterior colors, interior themes and package features
- Animate exterior and interior features of the Charger, including opening and closing doors, activate Attitude Adjustment interior lighting or folding down/up the second-row seats, turning on/off the LED headlamps, opening/closing the rear hatch

The Dodge Charger Virtual Experience can be accessed on mobile devices through a QR code that will be featured in Dodge dealership showrooms and in Dodge displays at auto shows, NHRA races, Radford Racing School and Dodge events throughout the year.



Bludicrous

Long known for high-impact colors with colorful names, Dodge is also launching the newest exterior color option to the Charger Daytona lineup: Bludicrous. The 2025 Dodge Charger Daytona models in newly released Bludicrous paint are starting to arrive on dealer lots. The striking bright blue is one of eight exterior options that can be dialed up on the Dodge Charger Virtual Assistant, joining After Dark, Destroyer Grey, Diamond Black, Peel Out, Redeye, Triple Nickel and White Knuckle.

The new Bludicrous exterior color is available at a starting U.S. manufacturer's suggested retail price (MSRP) of \$795. Bludicrous will also be an option on four-door Charger Daytona models that go into production in the first half of 2025 and gas-powered Dodge Charger SIXPACK models starting in the second half of this year.

For more information on the all-new next-gen Dodge Charger, consumers can visit [Dodge.com](https://www.dodge.com).

Dodge//SRT

For 110 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge, America's performance brand, 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 2025 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 gas engine 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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