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## **Dodge Ignites Passenger Car Market with Introduction of All-new 2006 Dodge Charger**

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- Dodge injects performance and attitude back into sedan market
- Dodge Charger DNA — the right formula of bold, powerful and full-of-life
- An American icon returns
- Dodge brand to flex more muscle in 2006

Big, bold, powerful and full-of-life — that's always been Dodge DNA. Now, that DNA is being passed on to the all-new 2006 Dodge Charger, which offers an exciting new choice in the passenger car market.

"Dodge Charger delivers a bold, powerful, capable four-door sedan, combined with the ride and handling of a sports car," said Darryl Jackson, Vice President – Dodge Marketing, Chrysler Group. "Charger offers Dodge DNA in a modern muscle four-door sedan."

As an American icon, the Dodge Charger lives on. Although the original has been out of production for 28 years, 70 percent of U.S. car buyers are still aware of the name and correctly associate it with the Dodge brand.

Today's Dodge Charger celebrates the glory of what American muscle cars were in the past, yet with the power, technology and functionality that charges into the future. With its four-door, coupe-like profile, HEMI® power and rear-wheel-drive performance, there is truly nothing else like it in the marketplace.

### **Dodge Charger Demographics**

The target market for the all-new 2006 Dodge Charger includes trendsetting, young affluent males with incomes ranging from \$65,000 to \$90,000. Customers looking for the thrilling ride and handling characteristics of a sports car, but with the added convenience of a functional, five-passenger vehicle, will experience the best of both with the 2006 Dodge Charger.

The Dodge Charger customer expects a truly expressive car with bold, head-turning styling and the substance to back it up. The Charger customer is a driving enthusiast who demands a fully balanced, high-tech performance car. They will not tolerate pretenders.

### **Dodge Builds Momentum**

With a U.S. market share of seven percent, Dodge is Chrysler Group's best-selling brand, the fourth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. In 2004, Dodge sold more than 1.4 million vehicles. Dodge continues to lead the minivan market segment with a 20 percent U.S. market share and maintains an 18 percent share of the highly competitive truck market. In 2006, Dodge will enter key European volume segments.

Chrysler Group's bold, brash, best-selling brand builds momentum in the car market in 2006 with the introduction of the all-new Dodge Charger, the 425 horsepower Dodge Charger SRT8 and the 500 horsepower Dodge Viper SRT10 Coupe. The Dodge Caliber concept vehicle first shown in Geneva 2005 offers a new slant on one of the world's most competitive segments, combining a sporty, coupe-like profile with the strength, stance and functionality of a sport-utility vehicle.

Dodge will create more space in the truck market when it unleashes the all-new 2006 Dodge Ram Mega Cab, the largest pickup cab on the planet.

The brand also continues to stand on top with the industry's best-selling minivan and the segment's first and only Stow 'n Go™ seating and storage system.

The award-winning shape of American muscle found in the 2006 Dodge Magnum and the powerful 2006 Dodge Magnum SRT8 continues to blow away the market with its unmatched functional and flexible design and enhanced rear-wheel-drive performance.

With a fresh new stable of bold, powerful and capable vehicles, Dodge will continue to build momentum in 2006.

"Whether it's cars, trucks or minivans, Dodge offers affordable performance," said Jackson. "Dodge is connected across its product lines to driving enthusiasts, offering the most functional and fastest vehicles available. In this exciting performance sedan, Dodge Charger easily fits the bill and is a great addition to the Dodge lineup."

### **Dodge Charger Lineup**

Don't expect to see anything boring coming from the new Dodge garage. The all-new 2006 Dodge Charger provides an incredible array of powertrain choices and suspension options destined to meet the myriad expectations of modern-day driving enthusiasts.

While all 2006 Dodge Charger vehicles offer a bold, stunning design that grabs the attention of today's driving enthusiasts, the performance, handling and power choices are unique to each offering in the lineup.

Feature highlights of the 2006 Dodge Charger SE, SXT, R/T, Dodge Charger R/T with Road/Track Performance Group, Charger Daytona R/T, Charger police vehicle and the Dodge Charger SRT8 are listed below.

### **Dodge Charger SE Model**

The 2006 Dodge Charger SE is equipped with a 3.5-liter High Output 250 hp V-6 engine, five-speed automatic transmission with AutoStick®, 17-inch tires and steel wheels with bolt-on covers, and a suspension package that provides athletic and nimble steering and handling attributes. The Charger SE comes standard with four-wheel Anti-lock Brake System (ABS), Electronic Stability Program (ESP) and All-speed Traction Control System (TCS).

Also included is an AM/FM/CD radio with four speakers and auxiliary audio input jacks, air conditioning, driver and passenger lumbar support seating, rear window defroster, manual-tilt and telescoping-steering column, power mirrors, power trunk lid release, power locks and windows (driver one-touch), remote keyless/illuminated entry and speed control.

### **Dodge Charger SXT Package**

Dodge Charger SE models equipped with the SXT package also feature the 3.5-liter High Output V-6 engine producing 250 horse-power and 250 lb.-ft. torque. The suspension is tuned to offer a 'touring' performance that meets the demand for a spirited and fun-to-drive vehicle. The SXT package adds seventeen-inch machined-face aluminum wheels, 60/40 split folding rear seat, leather steering wheel and shift knob, eight-way power adjustable driver's seat, fog lamps, illuminated visor mirrors, Boston Acoustics sound system (six speakers and 276-watt digital amp) and chrome grille to provide Dodge Charger SXT customers an incredible ride with additional flexibility and comfort.

### **Dodge Charger R/T Model**

The 2006 Dodge Charger R/T model features the powerful 340 horsepower 5.7-liter HEMI V-8 engine with Multi-Displacement System (MDS) and specially tuned dampers for added suspension performance and spirited driving. MDS increases fuel economy by as much as 20 percent depending on driving conditions, without sacrificing vehicle performance.

Eighteen-inch polished aluminum wheels and all-season touring tires, performance brakes, dual exhaust pipes, power heated folding mirrors and leather seats provide exceptional driver and occupant comfort. This Charger model gives customers the bold and powerful DNA that only a Dodge with the legendary HEMI can offer.

The 2006 Dodge Charger SE, the SXT package and the Dodge Charger R/T model will be available in North American markets this spring.

### **Dodge Charger R/T with Road/Track Performance Group**

An optional Road/Track Performance Group available on 2006 Dodge Charger R/T models provides an exceptional ride with firm damping and enhanced steering. The Road/Track Performance Group includes wider 18-inch all-season performance Michelin MXM4 tires, a 9-land performance steering gear and Nivomat™ self-leveling shock absorbers. This group also adds automatic temperature control, power-adjustable pedals, leather stitched shift knob, and heated,

bolstered SRT-inspired performance seats.

The suspensions on cars equipped with this group are tuned to offer aggressive handling and more feedback from the road, something sure to please ultimate driving enthusiasts.

The Road/Track Performance Group also adds a specially tuned performance exhaust and induction system, which allows the 5.7-liter HEMI engine to produce 10 more horses, for a total of 350 horsepower.

### **Dodge Charger Daytona R/T Package**

The 2006 Dodge Charger Daytona R/T package is a performance, heritage-inspired package available in limited numbers on the Dodge Charger R/T model. It offers muscle car fans exceptional performance attributes wrapped in bold, high-impact exterior colors and design cues. "Go ManGo!", a modern orange metallic paint, and a bright yellow paint named "Top Banana" are the two colors featured for 2006.

"These bold paint colors with expressive names will bring back fond memories for many driving enthusiasts," said Jackson. "We want to elicit some of the fun of driving bold and expressive cars like the new Dodge Charger Daytona R/T."

The high-impact exterior paint schemes are accented by flat-black graphics that offer eye-popping, head-turning fun. But the bold and powerful features of the Dodge Charger Daytona R/T package are more than just skin deep. The 2006 Dodge Charger Daytona R/T package also includes large, 18-inch performance Michelin tires and polished aluminum wheels with black accents, 9-land performance steering gear, Nivomat self-sealing shock absorbers and a high-performance exhaust system providing a distinctive, throaty exhaust note. The specially tuned 5.7-liter HEMI V-8 engine that provides 350 horsepower and a HEMI-orange engine cover also are featured on the Dodge Charger Daytona R/T.

The interior of the 2006 Dodge Charger Daytona R/T features heated, performance front head rests with suede inserts and embroidered "Daytona" logos on front head restraints. Body-color accent stitching appears on front and rear seats and on the leather-wrapped steering wheel and shift knob. Matching body-colored center stack and shifter bezels, a "Daytona Limited Edition" display on the electronic cluster and a sequentially numbered limited-edition Daytona badge on the instrument panel highlight the unique Dodge Charger Daytona R/T package interior.

The Dodge Charger R/T with the Road/Track Performance Group and the Charger Daytona R/T will be available in North American markets in June.

### **Dodge Charger Police Vehicle**

Available in the fall of 2006, the Dodge Charger police vehicle will offer law enforcement agencies a bold and powerful rear-wheel-drive vehicle to effectively patrol the streets.

2006 Dodge Charger police vehicles feature the same superior rear-wheel-drive performance and handling characteristics as other Charger models. The Dodge Charger police vehicle features the 3.5-liter High Output V-6 engine or the optional 5.7-liter HEMI V-8 to provide the ultimate in pursuit power.

"We listened to what law enforcement officers asked for and integrated those features and functionality into the original design of the all-new 2006 Dodge Charger," said Ray Fisher, Vice President – Sales, Service and Parts Operations. "We are offering police customers affordable, capable vehicles with industry-leading innovations that make upfitting the vehicle faster and more economical."

*Standard features on the 2006 Dodge Charger police vehicle include the following items of particular importance to law enforcement customers:*

- 100-amp battery power feed in trunk
- 160-amp high-output alternator
- 160-mph calibrated speedometer
- 800CCA heavy-duty battery
- Cloth front bucket seats with manual lumbar and rear fixed bench seat
- Column shifter
- Easy path wiring grommet between underhood and passenger compartment
- Emergency rear-door-lock override

- External oil coolers
- Four-wheel independent performance suspension
- Heavy-duty brakes and linings
- Integrated engine hour meter
- P225/60R 18 V-rated all-season performance tires and 18-inch steel wheels
- Performance-tuned steering
- Police equipment interface module
- Police equipment mounting bracket (OEM first)
- Rear door locks and rear window switches inoperable from the rear seats
- Severe-duty cooling system
- Software-controlled alternating head- and taillamps
- Special electrical wiring for police market applications
- Speed control
- Stealth mode switch for interior lighting

### **Dodge Charger SRT8**

The Dodge Charger lineup will be kicked up a notch with the all-new 2006 Dodge Charger SRT8 featuring an SRT-developed 6.1-liter HEMI engine. With its infusion of Street and Racing Technology (SRT) DNA, the 2006 Dodge Charger SRT8 will provide exactly what performance enthusiasts want in their American muscle sedan: more power, world-class ride and handling, benchmark braking, functional and aggressive-looking exterior enhancements and a race-inspired interior.

"The SRT approach to performance is multi-dimensional," said Dan Knott, Director – Street and Racing Technology. "The 2006 Dodge Charger SRT8 stops as well as it accelerates. Its handling is world-class across a dynamic range. Its interior is designed specifically for the performance driver. And its performance exterior characteristics don't just look great, they're also functional. It all adds up to a tremendous performance-per-dollar value story."

The Dodge Charger SRT8 will be available in the fall of 2005.

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