

Contact: General Communications

Beth Ann Bayus

Dodge Designs Modern American Muscle into Coupe-styled Sedan

May 8, 2005, Auburn Hills, Mich. -

- All-new four-door with heart and soul of legendary Charger
- Comfortable, capable and versatile
- A modern interpretation of a legend

The design of the all-new 2006 Dodge Charger nods with respect in the rearview mirror at the muscle cars of the '60s, and then boldly revs forward into the 21st century with modern style and American muscle.

The bold front end, long hood, short deck and fast roof are attributable to Dodge and the famed muscle car era. Although the all-new Dodge Charger enjoys proportions indicative of classic rear-wheel-drive vehicles, this Charger is shaped very differently, with graceful lines highlighting its muscular character. Its upscale coupe styling and fast back design create a modern statement of power, with all the expected versatility of a four-door sedan.

"The Dodge brand stands for bold, powerful and sporty, and our designers sculpted the new Dodge Charger to be just that," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "It's a Dodge, and on the streets or a track, it won't be mistaken for any other car out there."

Modern Design for Today's Muscle Car Enthusiasts

The front end of the Dodge Charger clearly carries the look of Dodge — bold, powerful, capable and street smart. The angled, dual headlamps are pushed up and back into the far corners of the Charger's face, creating a furrowed brow and a bit of a snarl — forming the unmistakable look of Dodge.

The Charger's nose is designed to lean into the wind with confidence. A mixture of Dodge DNA also can be seen in the bold crosshair grille, yet clever use of modern aerodynamic knowledge keeps the Dodge Charger at an impressive drag coefficient of 0.33.

"As the Dodge Charger comes up behind you on the road, there will be no mistaking the bold face of Dodge in the rearview mirror," said Mark Hall, Senior Design Manager. "And when the car passes you on the left, there will be no mistaking the power and grace of the all-new Dodge Charger either."

The Charger's beltline drops as it moves rearward and kicks up sharply in the rear door, drawing attention to the muscular quarter panels, which highlight the power of rear-wheel drive. The side sheet metal is stretched out around the wheels, eliminating the implied wheel forms. Door handles are body-colored and smoothly blend onto the surface of the vehicle, adding to the coupe-like side view.

Dodge Charger's rear decklid has the effect of a race-car-like, sheered-off Kamm tail. This gives the car a no-nonsense appeal and improves aerodynamics. The rear spoiler configuration carries from the deck lid into the taillamps and emphasizes the width of the Charger. The quad round taillamps pay homage to the '68 Charger, but have a modern look that aligns them to other current Dodge products. The fast backlight is flanked by sculpted pillars, which hint at the flying buttress C-pillars of past Dodge Chargers.

The profile created by a fast roof and pronounced strong shoulders grab the attention of muscle car enthusiasts, while the Dodge Charger's performance, handling and power complete the package. Even when sitting idle, the car looks menacing, ready to move at a moment's notice, hinting at the power beneath the bulging hood and displaying an attitude that is unmistakably Dodge.

"The flavor of the American muscle car is evident in this all-new 2006 Charger, yet it has its own unique, modern character," said Hall.

Driver-oriented Cockpit Design

The 2006 Dodge Charger sports a driver-oriented cockpit designed with a performance mindset. The cockpit features a sleek instrument panel and Dodge Viper-inspired circular gauges highlighted with white faces and silver accent rings. The instrument cluster's electroluminescent display is easy-to-read in all lighting conditions.

Additional silver accents on the steering wheel, center stack, door remote and trim bezel surrounding the shifter add a touch of brightness to the Dodge Charger's comfortable interior and support the overall philosophy of driver-oriented design efficiency.

Offered with fabric or leather-trimmed seats, the Dodge Charger's interior is beautifully crafted and offers precise attention to detail, fit and finish.

A two-tone interior color scheme featuring a darker upper color and a lighter lower color provide the cabin with an open feeling and surround the driver with a sporty, functional yet simple environment.

Interior Accommodations

Despite Dodge Charger's aerodynamic roofline that extends from the top of the windshield to the back of the decklid, its interior passenger space is roomy.

"Comfortable seating for five adults was in the plan from the start of the Charger design process," said Hall. "We set out to provide our customers with the power and excitement they want in a modern muscle car with the flexibility and usefulness they demand."

With a low beltline and large backlight, the interior of the Dodge Charger is bright and spacious. Rear-seat passenger legroom is exceptional (40.2 inches) and headroom is uncompromised (36.2 inches) by the rear-sloping fastback roof design.

The 60/40 split rear seat adds to the functionality and flexibility of this modern-muscle sedan.

Exterior Colors

The 2006 Dodge Charger is available in the following exterior colors: Bright Silver Metallic, Brilliant Black Crystal Pearl, Cool Vanilla, Inferno Red Crystal Pearl, Magnesium Pearl, Midnight Blue Pearl, Silver Steel Metallic and Stone White (late availability).

The Dodge Charger Daytona R/T is available in Go Mango! and Top Banana.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>