



CHARGER AND CHALLENGER 100th ANNIVERSARY EDITION

2014 Dodge Charger and Challenger 100th Anniversary Edition **OVERVIEW**

Limited-edition Charger and Challenger Models Commemorate 100 Years of Dodge Performance and Heritage

- **Dodge Charger and Challenger 100th Anniversary Editions celebrate the brand's centennial with unique style, technology and commemorative features, including an exclusive owner's kit**
- **As the world's only four-door muscle car, the 2014 Charger 100th Anniversary Edition celebrates Dodge brand's arsenal of world-class power, handling and technology**
- **New 2014 Challenger 100th Anniversary Edition pays homage to Dodge brand's muscle-car roots, legendary power and head-turning American design**
- **Dodge Charger and Challenger 100th Anniversary Editions arrive at dealerships in the first quarter of 2014**

When John and Horace Dodge developed America's first mass-produced all-steel-bodied cars in 1914, the brothers set a new record for the most first-model-year automobiles ever produced (45,033 cars). One-hundred years later, the Dodge Brother's legacy is thriving as Dodge has become America's youngest and fastest-growing brand – powered by the performance of the legendary Charger and Challenger, the new Durango, the ultimate “no compromise SUV,” the world-class new Dart, the ever-versatile Grand Caravan, America's best-selling minivan; the innovation, ingenuity and efficiency of Journey and the ultimate performance halo car – the Dodge Viper.

Now, to celebrate 100 years of Dodge performance and heritage, the brand is offering special editions of two of its most iconic vehicles. New 2014 Dodge Charger and Challenger 100th Anniversary Editions will arrive at dealerships in the first quarter of 2014 with world-class power and performance, innovative technology features and bold muscle-car styling with commemorative design details inspired by the brand's heritage.

“The Dodge Charger and Challenger are the perfect foundation to celebrate 100 years of Dodge style and performance,” said Tim Kuniskis, President and CEO — Dodge Brand and SRT



CHARGER AND CHALLENGER 100th ANNIVERSARY EDITION

Brand. “Over the last century, the Dodge brand has seen its biggest success when we’ve combined head-turning designs with ingenious engineering and world-class performance. These two iconic muscle cars do all of that and more. They represent the Dodge brand’s heart and soul.”

The new 2014 Charger and Challenger 100th Anniversary Editions are loaded with unique style, technology and commemorative features. They deliver up to 31 miles per gallon (mpg) with the standard Pentastar V-6 engine and sprints to 60 miles per hour in under 6 seconds, thanks to the available legendary 5.7-liter HEMI[®] V-8 engine that produces 375 horsepower and 395 lb.-ft. of torque. They also feature world-renowned innovations like Uconnect and the segment-exclusive ZF eight-speed automatic transmission.

Both of these limited production vehicles will share several unique visual elements, both outside and in, including exclusive availability of a new “High Octane” red pearl coat paint, all-new 20-inch aluminum wheels, commemorative badging, unique key fob and a special limited-edition owner’s kit and a commemorative book that celebrates 100 years of Dodge heritage.

Dodge Charger 100th Anniversary Edition models

With the Charger, Dodge delivers the world’s only four-door muscle car, and the 2014 Charger 100th Anniversary Edition celebrates the brand’s centennial with uniquely designed appointments to complement the sedan’s world-class power, handling, technology and iconic style.

For a bold look, the 2014 Dodge Charger 100th Anniversary Editions are available in Pitch Black, Bright White, Billet Silver, Granite Crystal, Ivory Tri-Coat, Phantom Black Tri-Coat, Header Orange, and for this special occasion, all-new and exclusive High Octane Red Pearl Coat paint. With any of the colors, all-new 20 x 8-inch polished five-spoke aluminum wheels with Granite Crystal pockets and a matching Granite Crystal Dodge split-crosshair grille provide a striking look to the classic Coke-bottle shape. Stylistic appointments to commemorate the brand’s century include “Dodge Est. 1914” bar-style front-fender badges and special Dodge “100” logo on the center caps. Additional exterior appointments include a body-color rear spoiler and on models with the legendary HEMI and a red “R/T” heritage grille badge.

Exclusive interior appointments are designed to make the 2014 Dodge Charger 100th Anniversary Edition stand out. Dodge designers were inspired by the rich history of Dodge and sought to outfit the interior with premium attributes that reflect the patina and machinist legacy of John and Horace Dodge. All-new Molten Red or Foundry Black Nappa leather with a custom cloud overprint wraps the sport seats, center console armrest and door armrests. A unique



CHARGER AND CHALLENGER 100th ANNIVERSARY EDITION

three-spoke flat-bottom performance steering wheel features die-cast paddle shifters for added driver control. For an industrial appearance, leather-wrapped surfaces are sewn together with brass-colored accent stitching. Dark Brushed Graphite center console bezels and Liquid Graphite steering-wheel accents provide a premium look. Interior appointments designed to commemorate the brand's centenary include die-cast "Dodge Est. 1914" circular badges on front seatbacks and an embroidered anniversary logo on premium floor mats. All-new instrument panel cluster graphics feature unique black-face gauges with white indication and stand-out red "100" mph indication for this special occasion. And to play up that this is no ordinary Charger, the Electronic Vehicle Information Center and Uconnect 8.4-inch touchscreen feature a unique startup image, evoking the industrious nature of Detroit.

Paired with the award-winning Uconnect 8.4-inch touchscreen is Beats by Dr. Dre audio technology, standard on 2014 Dodge Charger 100th Anniversary Edition models. This segment-exclusive sound experience includes 10-speakers and a 12-channel 552 watt amplifier that integrates Beats proprietary equalizer algorithm, all to create the high-definition sound quality required in professional recording studios.

And it wouldn't be a Dodge without world-class performance and efficiency. The Dodge Charger 100th Anniversary Edition based on the 2014 Dodge Charger SXT Plus features the award-winning 300 horsepower 3.6-liter Pentastar V-6 engine with state-of-the-art eight-speed transmission and active intake manifold and sport mode, delivering best-in-class rear-wheel-drive fuel economy, up to 31 mpg and a 0-60 mph time in the low 6-second range. For customers who demand even more power, the Dodge Charger 100th Anniversary Edition based on the 2014 Dodge Charger R/T Plus adds the more powerful 370 horsepower and 395 lb.-ft. of torque 5.7-liter HEMI V-8 engine with four-cylinder mode Fuel Saver Technology and up to 25 mpg on the highway. All 100th Anniversary Editions include sport mode calibration, performance-tuned suspension and steering-wheel mounted paddle shifters for added driver control.

Completing this special model are two unique key fobs, which include a 100th Anniversary Edition jeweled logo on the back side, a customized owner's kit and a special commemorative book celebrating the 100 years of Dodge heritage.

Available in limited quantities, the 2014 Dodge Charger 100th Anniversary Edition package is available for a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$2,200 more than the SXT Plus or R/T Plus trim levels, offering tremendous value for all of the unique attributes, including 20-inch aluminum wheels, exclusive Foundry Black or Molten Red 'cloud print' heated



CHARGER AND CHALLENGER 100th ANNIVERSARY EDITION

Nappa leather, flat-bottom steering wheel, rear spoiler, Beats Audio, performance suspension and steering, die-cast paddle shifters and commemorative jewelry.

For more about the 2014 Dodge Charger, visit: www.media.chrysler.com

Dodge Challenger 100th Anniversary Edition models

There is no vehicle more iconic than the head-turning Challenger, which serves as the perfect foundation to celebrate 100 years of Dodge style and performance. Based on the 2014 Dodge Challenger SXT Plus and R/T Plus models, the new 100th Anniversary Edition pays tribute to the brand's history in contemporary Dodge style.

Similar to the Charger, the Dodge Challenger 100th Anniversary Edition includes all-new 20 x 8-inch polished five-spoke aluminum wheels with Granite Crystal pockets and matching Granite Crystal grille surround with script "Challenger" badge. To provide contrast, Pitch Black, Bright White, Billet Silver, Granite Crystal, Ivory Tri-Coat, Phantom Black Tri-Coat, Header Orange and an exclusive High Octane Red pearl coat paint are available.

For added detail, commemorative bar style "Dodge Est. 1914" front-fender badges and Dodge '100' wheel center caps mark this special edition.

The interior has all-new and exclusive Molten Red or Foundry Black heated Nappa leather sport seats featuring a custom 'cloud overprint.' Brass colored accent stitching and die-cast "Dodge Est. 1914" circular badges provide the 2014 Dodge Challenger 100th Anniversary Editions with an exclusive, high-end appearance that also draws inspiration from the machinist heritage of John and Horace Dodge. Adding contrast to armrests trimmed in matching Molten Red or Foundry Black premium leather are Liquid Graphite center console bezels, steering wheel accents and door handle pulls.

Interior appointments designed to commemorate the brand's centenary include die-cast "Dodge Est. 1914" circular badges on front seatbacks and an embroidered anniversary logo on premium floor mats. For a touch of style, new bright white gauge faces feature a surprising detail element as the "100" mph indication is marked appropriately in red. Adding even more detail is the Uconnect system's startup image, evoking the industrious nature of Detroit. Finishing out the interior is a seven speaker Boston Acoustics audio system with 368-watt amplifier, along with Mopar "Challenger" sill plates and bright pedals.



CHARGER AND CHALLENGER 100th ANNIVERSARY EDITION

Performance and Challenger are synonymous. The Dodge Challenger 100th Anniversary Edition based on the 2014 Dodge Challenger SXT Plus model features a 305-horsepower 3.6-liter Pentastar V-6 engine, delivering up to 27 mpg on the highway. Available with a six-speed manual or five-speed automatic, the Dodge Challenger 100th Anniversary Edition based on the 2014 Dodge Challenger R/T Plus offers up to 375 horsepower, 25 mpg highway and 0-60 mph under 6 seconds. Both V-6 and V-8 models include sport mode calibration, performance-tuned suspension and three-spoke flat-bottom performance steering-wheel.

Completing this special model are two unique key fobs, which include a 100th Anniversary Edition jeweled logo on the back side, a customized owner's kit and a special commemorative book celebrating the 100 years of Dodge heritage.

Available in limited quantities, the 2014 Dodge Challenger 100th Anniversary Edition package is available for a U.S. MSRP of \$2,500 more than the Challenger SXT Plus or R/T Plus trim levels, offering tremendous value for all of the unique attributes, including 20-inch aluminum wheels, exclusive Foundry Black or Molten Red 'cloud print' heated Nappa leather, flat-bottom steering wheel, Premium Boston Acoustics audio, performance suspension and steering, die-cast paddle shifters and commemorative jewelry.

About Dodge

The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary on July 1, 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand within the Chrysler showroom. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT with the HEMI Hellcat engine. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper SRT.

