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## **Dodge Brand Introduces New 100th Anniversary Merchandise and Licensed Products**

- **New collection of merchandise and licensed products highlight 100 years of Dodge brand innovation, performance and heritage**
- **Collection features custom and vintage Dodge graphics, retro designs and new 100th anniversary logo**
- **Wide variety of fashions and collectibles range from tumblers and pens to a commemorative leather jacket, a stainless steel watch, a 20-inch neon clock and a book chronicling the first 100 years of Dodge**
- **More than 30 items available for sale now at [www.Life.Dodge.com](http://www.Life.Dodge.com), with licensed products available at retail outlets nationwide**

Celebrating 100 years of Dodge has never looked so good.

The Dodge brand is commemorating its centennial with an all-new line of merchandise and licensed products designed to honor the brand's 100 years of innovation, performance and heritage. More than 30 items are on sale now at [www.Life.Dodge.com](http://www.Life.Dodge.com), with other merchandise available at [www.Amazon.com](http://www.Amazon.com) and retail stores across the country.

Inspired by the Dodge brother's legacy of innovation, the brand's rich history, vintage logos, advertising and imagery, as well as the new 100th Anniversary Special Edition Charger and Challenger vehicles, the collection includes a wide array of products with both custom and vintage Dodge graphics that incorporate the heritage of the brand, along with retro designs and a commemorative 100th anniversary logo.



The Dodge 100th anniversary merchandise features more than 30 new items, including men's and women's apparel, a commemorative leather jacket, a 20-inch neon clock, hats, tumblers, mugs, journals, key fobs, decals and pens. All are available for purchase at [www.Life.Dodge.com](http://www.Life.Dodge.com).

Licensed products, some available now and others launching this summer at retail outlets nationwide, include a new hardcover book chronicling the first 100 years of the Dodge brand, timepieces, a calendar, and 1:64 and 1:18 scale models of classic Dodge vehicles.

The "Dodge 100 Years" book, the perfect gift for die-hard Dodge enthusiasts who want to brush up on the history, is available now at [www.Amazon.com](http://www.Amazon.com), Barnes & Noble, Books A Million and specialty outlets.

More items will be launched throughout 2014.

John and Horace Dodge developed America's first mass-produced all-steel-bodied cars in 1914 and set a new record for the most first-model-year automobiles ever produced (45,033 cars). A 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.

### **100th Anniversary Dodge Charger and Challenger**

The Dodge brand is also offering special editions of two of its most iconic vehicles. New 2014 Dodge Charger and Challenger 100th Anniversary Editions with world-class power and performance, innovative technology features and bold muscle-car styling with commemorative design details inspired by the brand's heritage, are in dealerships now.

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 with Granite Crystal pockets, commemorative fender and seat badge, new Molten Red or Foundry Black Nappa leather seating with cloud overprint and brass accent stitching and a special limited-edition owner’s kit and a commemorative book that celebrates 100 years of Dodge heritage.

For more information on the new 2014 Charger and Challenger 100th Anniversary Special Editions, visit <http://media.chrysler.com/newsrelease.do?id=15089&mid=5>

### **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.

