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Living Life and Loving It: Dodge Enters a New Era of Performance, Launching Six New or Redesigned Vehicles, Sponsoring New Events and Running New Ads with a Humorous Bent

- Strap in and hold on, Dodge brand planning to take fans on thrill ride in 2011
- All-new products and ads, experiential events, hip merchandise and gear help redefine the Dodge brand
- From marathons and music to motorsports, Dodge brings spirited brand to new customers

November 14, 2010, Auburn Hills, Mich. - The Dodge brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations in the mainstream media, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to new customers who want cars that leave them wanting more.

"We've spent the last year redefining and building the Dodge brand. Now we're going to show customers what the future of Dodge will look like," said Ralph Gilles, President and CEO - Dodge Car brand, Chrysler Group LLC. "At Dodge, we're passionate about driving; we look forward to it. We think a car should have a personality, be powerful and fun. We're going to put that Dodge mojo into the entire lineup, from compact cars to minivans to SUVs and everything in between."

A new line-up fills Dodge showrooms

Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new or updated Dodge products.

"We've essentially re-made these vehicles from the ground up," Gilles added. "We're powering them with new, fuel-efficient powertrains and new driving dynamics that are tuned to thrill customers who really love to drive. We've also taken a giant leap in improved interior quality. Our customers will have to get inside and behind the wheel to experience the changes. When they do, they'll be able to see the passion that went into designing and engineering these new products. It's the upgrade they always deserved, but never expected."

The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly redesigned Grand Caravan, Journey, Avenger and Challenger with two new powertrains. These products will join Dodge Nitro and Dodge Caliber in dealer showrooms.

- **2011 Dodge Durango - A Three-row Performance SUV**

Dodge is putting the 'sport' back into the sport utility (SUV) segment with the 2011 Dodge Durango, a three-row design spacious enough to carry the entire crew and performance-tuned to thrill anyone who truly loves to drive. From its sleek exterior design and modern, spacious interior to the 50/50 weight distribution and a unibody structure that is more than 25 percent stiffer than its predecessor; the all-new Durango delivers crossover versatility, SUV capability and unexpected performance a league above its competitive class. Durango is the perfect balance of functional versatility and luxury at an outstanding value. The 2011 Dodge Durango press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10265&mid=293>

- **All-new 2011 Dodge Charger - World-class Performance and Precision With an Iconic Soul**

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship that proudly delivers premium, world-class E-segment sedan precision at an incredible value. The 2011 Dodge Charger press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10294&mid=293>

- **2011 Dodge Journey Crosses Over: A Gorgeous New Spirit and a Driver's Soul**

For 2011, Dodge takes what was good with the Dodge Journey and makes it better. The Journey receives a major overhaul with a completely redesigned and retuned suspension, a new V-6 engine and a gorgeous new interior. And that's not all. Journey also features the latest and greatest in vehicle connectivity and customization with the Chrysler Group's new PowerNet electrical architecture. Owners will feel like they have the world at their fingertips with the Journey's available touch-screen command center. In addition, at 283 horsepower and 260 lb.-ft. of torque, the 2011 Dodge Journey equipped with the new 3.6-liter Pentastar V-6 engine delivers a 20 percent boost in power compared with the V-6 engine it replaces. It's mated to the smooth-shifting six-speed automatic transmission. The 2011 Dodge Journey press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10229&mid=293>

- **The Originator is Back with an All-new Attitude; The New 2011 Dodge Grand Caravan: New Heart, New Moves, New Soul**

The new 2011 Dodge Grand Caravan is a minivan with the driving dynamics of a performance sedan - and a little bit of attitude. Dodge believes that just because a driver needs the versatility of a minivan doesn't mean that the experience has to be boring. So engineers redesigned and retuned virtually every system in the new Grand Caravan's suspension. That major suspension overhaul, combined with a new V-6 engine that delivers best-in-class horsepower, gives Grand Caravan drivers a dynamic driving experience that other minivans in the segment just don't deliver. Get behind the wheel, and enjoy a driving experience once never thought possible in such a functional vehicle. The 2011 Dodge Grand Caravan press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10300&mid=293>

- **An All-new Dynamic for the 2011 Dodge Avenger: A Mid-size Sedan Designed, Engineered for Spirited Performance**

In addition to an all-new interior, the Dodge Avenger's "fun to drive" quotient rises exponentially for 2011 with a significantly upgraded suspension to give drivers agile, confident, handling performance in all driving situations, whether it's a spirited adventure on twisty roads or an emergency maneuver. A new and improved powertrain lineup contributes to the 2011 Avenger's driving experience. In addition to the standard re-calibrated 2.4-liter World Engine with an available 6 speed automatic transmission, Avenger customers also can opt for the new Pentastar V-6 engine mated to a six-speed automatic transmission that gives customers the best of both worlds - best-in-class 283 horsepower (an increase of 20 percent compared with the engine it replaces) and 29 miles per gallon Highway fuel economy. The 2011 Dodge Avenger press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10261&mid=293>

- **New 2011 Dodge Challenger: Upgraded Performance, Handling, Style and Value**

The new 2011 Dodge Challenger delivers more of what muscle-car enthusiasts want - a more powerful and efficient engine lineup, maximum grip with an all-new performance suspension design and even

more athletic styling - all executed with quality and precision. The new 2011 Dodge Challenger combines world-class ride, refinement and braking performance with more power and new track-tuned suspensions to deliver a thrilling driving experience. With its all-new 3.6-liter Pentastar V-6 engine producing 305 horsepower - 55 more horsepower than the engine it replaces - the new 2011 Dodge Challenger SE is the most powerful, refined and technologically advanced entry-level Challenger ever. The 2011 Dodge Challenger press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10311&mid=293>

- **Dodge Challenger SRT8 392 Delivers New Levels of Performance With Loads More Torque, Horsepower and Maximum Handling**

With the introduction of the legendary 392-cubic inch HEMI® V-8 for the street, the 2011 Dodge Challenger SRT8 392 builds on its original mantra of a rear-wheel-drive coupe that promises a balanced approach between form and function. The new 2011 Dodge Challenger SRT8 pumps out 470 horsepower and 470 lb.-ft. of torque. However, impressive straight-line acceleration is just part of the performance story, as world-class ride and handling, high-performance braking and the latest technology that delivers improved fuel efficiency, results in the newest version of the quickest coupe in the Dodge product lineup. The 2011 Dodge Challenger SRT8 392 press kit is available at <http://www.media.chrysler.com/newsrelease.do?id=10308&mid=293>

Hold onto your seat, Dodge is racing to new hot spots

As the Dodge brand continues its journey into new advertising and dealership space, it's also cementing relationships with consumers who live the active lifestyles the brand embraces through events and sponsorships. These include the Rock 'n' Roll Marathon Series and continued support of Dodge Motorsports in the NASCAR Sprint Cup and Nationwide Series, as well as the new Viper Cup racing series. Dodge's presence at these events signifies an evolution in marketing strategy and activation since it became a car, minivan and SUV brand, separate from the Ram Truck brand.

"Athletes who participate and support the Rock 'n' Roll marathons and the crowds at NASCAR races love speed, agility and top performance, all core values of the Dodge Brand," Gilles continued. "These events are great opportunities to get these life enthusiasts into our Dodge cars, show them how well they perform and add to their overall event experience. These are excellent avenues to find, reach and connect with new customers."

New look, new feel - a whole new experience

Dodge is literally taking consumers for thrill rides at these events, in Charger and Challengers and SRT products. Owners and Dodge brand fans also can wear their pride with new Dodge-branded merchandise that really represents the brand and was designed exclusively by the same design staff that designs the cars.

"When I got this job, I went to our website to find some Dodge gear, but what I found didn't really speak to where the brand is going," Gilles said. "So our merchandising manager and our design staff took a stab and really came up with an overall theme that both speaks to the Dodge brand and is something we'd be proud to wear, and it's really taking off."

Starting the conversation

The Dodge brand also is linking up with its current enthusiasts on social media networking sites, and with all the high-quality new products coming for 2011, the brand is looking to add more members to the Dodge family by reaching an entirely new buyer who may not have considered buying a Dodge before.

"Social networking is a great way to hear directly from our customers and engage them in the Dodge lifestyle," Gilles added. "We opened the lines of communication in 2010, and it was like watching the floodgates open. In just a few months, we surpassed more than 120,000 friends on our Dodge Facebook site alone. We see a huge opportunity to continue the conversation we're having with our fans."

Brand fans and owners can get in on the conversation by going to www.dodge.com and to the Dodge brand's blog at www.redletterdodge.com.

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