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## **Consumer Electronics Show (CES): Chrysler Group LLC Announces Expansion of Beats™ by Dr. Dre™ Audio System to New 2012 Dodge Charger**

- 2012 Dodge Charger to feature Beats™ by Dr. Dre™ audio system
- Exclusive integration of Beats by Dr. Dre audio technology delivers the high-definition music experience the way the artist intended
- Not just speakers, the Beats™ Audio system in the 2012 Charger was designed by Chrysler Group engineers in collaboration with Dr. Dre and Jimmy Iovine
- Available in the first-quarter of 2012 on select Dodge Charger models

January 5, 2012, Auburn Hills, Mich. - With the world's largest gathering of electronic technophiles in attendance at the 2012 Consumer Electronics Show in Las Vegas, Chrysler Group and Beats™ by Dr. Dre™ announced today the next chapter in their bold new partnership that brings the studio quality sound experience of Beats™ Audio technology and places it into an iconic American performance sedan: the new 2012 Dodge Charger.

"Dr. Dre and Jimmy Iovine have built their careers on revolutionary and forward thinking decisions that formulate trends in music, popular culture and technology," Reid Bigland, President and CEO – Dodge Brand. "Our goal in partnering with Beats by Dr. Dre is to integrate their recording-studio quality audio experience for our Charger enthusiasts to feel and hear their favorite music as it was intended – all while heightening the street performance and technology assets of the new 2012 Dodge Charger."

Simultaneously debuting at the North American International Auto Show in Detroit and the Consumer Electronics Show in Las Vegas, audiophiles will be able to experience firsthand demonstrations of the Beats By Dr. Dre audio system within the Chrysler Group exhibits at both venues.

Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team at the Chrysler Group to design and tune the 10-speaker audio system. The resulting audio experience offers the new 2012 Dodge Charger sound that only music experts like Dr. Dre, a legendary producer and artist Iovine, an acclaimed producer and chairman of Interscope Geffen-A&M Records, could achieve.

"Dodge Charger owners are people that are highly emotional about their connection with their favorite music," said Jimmy Iovine, Chairman of Interscope Geffen-A&M Records and co-founder of Beats by Dr. Dre. "There's nothing more exciting than a high performance car combined with a high performance audio experience – and the integration with Beats Audio technology into the Charger is the next logical step in our exclusive automotive expansion with Chrysler Group."

Introduced less than a year ago at the 2011 New York International Auto Show, Chrysler Group is the first automaker to integrate the Beats by Dr. Dre audio system in its vehicles. The system currently is standard with the 2012 Chrysler 300S and available as an audio upgrade in additional Chrysler 300 models.

The addition of the Beats by Dr. Dre audio system to the 2012 Dodge Charger lineup emphasizes the partnership and commitment by Chrysler Group and Beats by Dr. Dre to bring the latest technological advancements in sound quality to Chrysler Group's newest models. The Beats Audio system will be standard equipment on the 2012 Dodge Charger R/T Max and included with the Blacktop Package or Rallye Appearance Group on Dodge Charger SXT models. The Beats Audio system is also included with the Sound Group and Wheels and Tunes Group on Dodge

Charger R/T models.

### **High-performance of Beats™ by Dr. Dre™ audio system delivers the sound and feel**

State-of-the-art Uconnect® Touch 8.4 provides 2012 Dodge Charger passengers with the segment's largest touchscreen display (8.4-inch) and next-generation mobile connectivity, convenience and multimedia features. In addition to a "Beats by Dr. Dre" start-up screen, the Uconnect Touch also controls the 12-channel amplifier that integrates the heart of the Beats proprietary equalizer algorithm, creating the high-definition sound Beats Audio founders Dr. Dre, and Jimmy Iovine, Chairman of Interscope Geffen A&M Records, require in their professional recording studios.

The integration of Beats™ by Dr. Dre™ audio system delivers the mid- to high-range needed for studio-quality sound. Included in the system are:

- Three 3.5-inch speakers located in the instrument panel
- Two 3.5-inch speakers located in the rear doors
- Two 6 x 9-inch front-door woofers provide bass
- Two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide full-range audio
- Maximizing how music genres from hip hop to Motown should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass

The 2012 Dodge Charger models powered by Beats by Dr. Dre audio system will arrive at Dodge dealerships nationwide in the first-quarter of 2012.

### **About Dodge Charger**

The Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interior, the reassurance of an IIHS Top Safety Pick and full-size spaciousness with the fuel efficiency of a mid-size car.

All-new for 2012 is a ZF eight-speed automatic transmission paired with the award-winning Pentastar V-6 engine, which delivers an impressive 292 horsepower and a best-in-class 31 miles per gallon (mpg) on the highway. In fact, that fuel economy not only surpasses any full-size V-6 sedan but any mid-size V-6 sedan, while offering all of the driving dynamics and distinctive style for which Charger is renowned. The new eight-speed transmission delivers an estimated 15 percent increase in fuel economy and 10 percent improvement in acceleration. Also new for 2012 are die-cast paddle shifters, available with the Pentastar V-6 and HEMI® V-8 engines.

The Charger's available legendary 5.7-liter HEMI V-8 with four-cylinder mode Fuel Saver Technology and variable valve timing delivers best-in-class power with 370 horsepower and 395 lb.-ft. of torque and a starting price thousands of dollars less than the competition. The 2012 Charger R/T is positioned as the most affordable V-8 sedan in America, with a starting U.S. MSRP of only \$29,995.

Charger's all-wheel-drive system is the most advanced in its class, with segment exclusive active transfer case with front-axle disconnect to maximize fuel economy of up to 27 mpg highway while delivering outstanding performance and handling inherent to a rear-wheel drive car.

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, award-winning interior craftsmanship and refinement and state-of-the-art connectivity features with available Uconnect Touch 8.4-inch touchscreen media center, the new Dodge Charger proudly delivers premium, world-class sedan precision at an incredible value, starting at a U.S. MSRP of only \$25,495.

### **About Dodge**

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan –

inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

#### **About Beats Electronics LLC**

Established in 2006, Beats Electronics is the brainchild of legendary artist and producer Dr. Dre and Chairman of Interscope Geffen A&M Records Jimmy Iovine, who set out to develop a new type of headphone with the capability to reproduce the full spectrum of sound that musical artists and producers hear in professional recording studios. For more information, please visit <http://beatsbydre.com>.

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