

Contact: Amy Delcamp
Kristin Starnes

Dodge Introduces the 2012 Avenger SE V6, Delivering Best-in-class V-6 Power with the Fuel Efficiency and Price of a Four-cylinder Mid-size Sedan

New Dodge Avenger SE V6 features a Starting U.S. Manufacturer's Suggested Retail Price of \$21,495, thousands of dollars less than competitive vehicles

- SE V6 package offers unprecedented performance and value in the mid-size sedan segment
- The Avenger SE V6 is powered by the award-winning 3.6-liter Pentastar V-6 engine mated to a six-speed automatic transmission, which produces a best-in-class 283 horsepower while achieving a best-in-class V-6 EPA highway fuel economy rating of 29 miles per gallon
- 18-inch aluminum wheels, dual exhaust with bright tips and a body-color rear spoiler are standard equipment for the new 2012 Dodge Avenger SE V6 package
- The 2012 Dodge Avenger not only has outstanding driving performance, but also is an Insurance Institute for Highway Safety (IIHS) Top Safety Pick
- Dodge Avenger sales have increased 112 percent in 2012 calendar year through February – making it one of the fastest growing mid-size cars in America

March 11, 2012, Auburn Hills, Mich. - Dodge today announced the new 2012 Avenger SE V6 package, developed to be America's most affordable and powerful mid-size car, delivering unprecedented performance and value for driving enthusiasts. The new Avenger SE V6 model has a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$21,495 (excluding destination) and is powered by a standard 3.6-liter Pentastar V-6 engine, one of Ward's "10 Best Engines," mated to a six-speed automatic transmission. The 3.6-liter Pentastar engine produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while achieving an EPA estimated 29 miles per gallon (mpg) highway, best-in-class for a V-6-powered mid-size sedan.

"The Dodge Avenger is one of the fastest growing mid-size cars in America, with sales up 112 percent this year," said Reid Bigland, President and CEO – Dodge Brand. "We're building off this momentum with the introduction of the new SE V6 package, delivering a true no compromise solution for the mid-size car buyer – 283 best-in-class horsepower, 29 mpg highway, 18-inch wheels and a rear spoiler – all for just \$21,495 MSRP. You get the power, the efficiency, the look and tremendous value that is unmatched in the segment."

The new 2012 Dodge Avenger SE V6 provides customers the most desirable features at an outstanding price. Standard equipment includes a 3.6-liter Pentastar V-6 engine mated to a six-speed automatic transmission that produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while delivering a best-in-class EPA highway V-6 fuel economy rating of 29 mpg, 18-inch aluminum wheels, rear decklid spoiler, and dual exhaust with bright tips. SE V-6 models also include the rest of the comprehensive equipment list standard on all Avenger SE models, including: LED taillamps, premium interior with soft-touch surfaces, four-wheel anti-lock disc brakes, electronic stability control with traction control and electronic roll mitigation, advanced multi-stage driver and front passenger air bags, side-curtain and front seat-mounted side airbags, laminated front windshield and front-row side glass, power locks, power mirrors, air conditioning, remote keyless entry, premium cloth seats, speed control, tilt/telescoping steering wheel with integrated audio and speed controls, outside temperature display in gauge cluster, CD with four speakers, 60/40 rear seat with trunk pass through, fold flat front passenger seat and a five-year, 100,000-mile powertrain warranty.

The 2012 Dodge Avenger is uniquely positioned as an alternative for consumers looking for a sedan with more style, personality and performance as well as with value for their dollar. The Avenger is available in five trim levels: SE – starting at \$18,995 MSRP, the new SE V-6 starting at \$21,495 MSRP, SXT, SXT Plus R/T, and eight exterior colors: Blackberry Pearl Coat, Bright Silver Metallic, Black Clear Coat, Redline 2 Pearl Coat, Bright White Clear Coat,

Tungsten Metallic Clear Coat, Copperhead Pearl Coat or Blue Streak Pearl Coat.

About the Dodge Brand

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.

Follow Dodge and Chrysler Group LLC news and video on:

Chrysler Connect blog: <http://blog.chryslergroupllc.com>

Twitter: <http://www.twitter.com/chrysler>

YouTube: <http://www.youtube.com/pentastarvideo>

Streetfire: <http://members.streetfire.net/profile/ChryslerVideo.htm>

-###-

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