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2013 Dodge Charger Daytona Set to Debut at the Los Angeles International Auto Show

- Return of the legendary package to the HEMI®-powered Charger
- Daytona package delivers custom look from the factory with unique Satin Black hood stripes, roof wrap and R/T spoiler, custom interior with Beats Audio and 20-inch polished aluminum wheels with Gloss Black pockets
- Charger R/T remains the most affordable V-8 sedan in the United States, with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$29,995. Daytona package offered at a U.S. MSRP of \$2,500 on the R/T Road & Track model and \$2,995 on R/T – starting under \$33,000 MSRP
- Only 2,500 Dodge Charger Daytona's offered in the United States – each with a serialized dash plaque

November 25, 2012, Los Angeles - The 2013 Dodge Charger R/T is one of the best performance sedan values on the market, and now it's about to get even more distinctive. Debuting at the 2012 Los Angeles International Auto Show is the re-introduction of the legendary Charger Daytona. Available in Charger R/T and Charger R/T Road & Track trim levels, the 2013 Dodge Charger Daytona brings back the unique style of the historic Daytona package with all the modern performance and technology offered in the current Charger line-up. Just 2,500 units of the Daytona will be produced in this limited-production run.

"With its 370-horsepower HEMI V-8, rear-wheel drive and iconic design, the 2013 Dodge Charger is a modern day muscle car, and the new Charger Daytona takes it to a new level by paying homage to the historic 'Daytona' nameplate," said Reid Bigland, President and CEO, Dodge Brand. "It starts with a legendary HEMI underfoot and one-of-a-kind interior and exterior styling enhancements that perfectly combine heritage, performance and value, starting under \$33,000 MSRP."

Available in a unique color palette of Daytona Blue, Bright White, Billet Silver or Pitch Black, the Daytona package features special dark trim that builds upon the Charger's iconic muscle car design. Satin Black adorns the front crosshair grille with heritage "R/T" badge, the custom vinyl hood graphic, roof wrap, rear R/T spoiler and the "DAYTONA" graphic on the rear quarter panels. The Daytona features exclusive 20-inch five-spoke polished aluminum wheels with Gloss Black painted pockets.

Daytona models also include a 'Daytona Blue' engine cover, performance 3.06 rear axle ratio, high-speed engine controller, paddle shifters with sport mode and performance steering and suspension.

The Charger Daytona's interior on the Road & Track features unique black performance Nappa leather and suede heated and ventilated seats with Daytona Blue stitching and piping. Similarly, the Daytona on the R/T offers the same appearance in a custom sport cloth seat. "DAYTONA" is embroidered in blue into the upper front seat backs. Unique dark brushed aluminum trim surrounds the 8.4-inch Uconnect Touch screen and gauges on the instrument panel, as well as the trim around the shifter and cup holders on the center console. Finishing touches include a Mopar bright pedal kit, a 552-watt 10-speaker Beats Audio System, and a special numbered "DAYTONA" badge on the instrument panel that features the build number of that specific Charger Daytona model.

Built at Chrysler Group LLC's Brampton, Ontario, assembly plant, the 2013 Dodge Charger Daytona arrives at Dodge dealerships nationwide in the first quarter of 2013 with a Manufacturer's Suggested Retail Price (MSRP) of \$32,990 for R/T and \$36,495 for R/T Road & Track Daytona models.

About Dodge Charger R/T

With its legendary 5.7-liter HEMI® V-8 engine, performance-tuned suspension with larger performance disc brakes

and standard Uconnect 8.4 touchscreen, the Dodge Charger R/T is designed for the customer who demands V-8 power, rail-like handling and state-of-the-art technology. And with a U.S. MSRP starting at just \$29,995, the Charger is the most affordable V-8 sedan in America. The R/T features 370 track-tearing horsepower and 395 lb.-ft. of torque, four-cylinder mode Fuel Saver Technology and a proven five-speed automatic transmission with Auto Stick that delivers up to 25 mpg highway. Additional features include: High Intensity Discharge (HID) headlights, four-wheel disc anti-lock brakes (ABS), four-wheel independent suspension, Electronic Stability Control (ESC), premium soft-touch interior with genuine aluminum accents and much more.

About Dodge Charger R/T Road & Track

Designed for hard-core enthusiasts who demand more performance and heritage from their Dodge Charger R/T, the Road & Track Package includes the features of the R/T Plus and adds a heritage "R/T" grille badge, deck-lid mounted spoiler, 20-inch aluminum wheels, 20-inch all-season performance tires, rear differential with 3.06 axle ratio, die-cast zinc steering-wheel mounted paddle shifters, heated and ventilated performance seats with larger side bolsters, driver's seat memory, power-adjustable bright pedals and steering column with memory, performance engine and transmission calibration and high-speed engine controller.

About Dodge Charger Daytona

The original Charger Daytona or 'winged warrier,' as it was affectionately referred to, became an instant classic with its racing pedigree and one-of-a-kind styling and performance. Beginning in 2006, with the new Charger, special Daytona editions were offered for four consecutive years through 2009. Now, Dodge is reintroducing the historic nameplate on a limited production, highly customized Charger for the 2013 model year.

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