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The Dodge Brand Races to the 'Dodge Rock 'n' Roll Virginia Beach Half Marathon'

- All-new 2011 Dodge Durango and 2011 Dodge Charger to pace the race
- Money donated to charities for vehicle test drives

August 31, 2011, Auburn Hills, Mich. - The Dodge brand is going the distance as the title sponsor and "Official Automotive Partner" of the "Dodge Rock 'n' Roll Virginia Beach Half Marathon." A Dodge running team of area employee volunteers will lace up their running shoes and participate in the half marathon on Sunday, Sept. 4. In addition, the all-new 2011 Dodge Durango and 2011 Dodge Charger will lead the way for thousands of runners as the official pace vehicles.

"The Dodge brand is an American brand with American values, and we are committed to giving back into the communities where our customers work and live," said Reid Bigland, President and CEO – Dodge Brand. "The brand's sponsorship of the Rock 'n' Roll Marathon series provides an opportunity to be involved at a grassroots level and gives our team the chance to travel to communities around the country, connecting with the more than 1 million people who are involved with the races."

The Dodge brand is sponsoring additional activities during the Sept. 2 – 4 race weekend.

Marathon runners and attendees will be fully immersed in the Dodge brand experience with interactive mobile applications throughout the event's two-day Health & Fitness Expo, Friday, Sept. 2 and Saturday, Sept. 3. The 2011 Dodge Durango, Charger, Avenger and Journey will be available to test drive outside the expo. In addition, race fans will have the opportunity to check out and test drive the new 2012 Fiat 500. Dodge will make a \$20 donation for each test drive to the participant's charity of choice.

The Dodge Rock 'n' Roll Virginia Beach Half Marathon is part of the Rock 'n' Roll Marathon Series and celebrates its 11th anniversary this year. Nearly 20,000 participants are expected. The series of marathons and half marathons combine entertainment and running in a unique way. Bands stationed at every mile of the race keep runners and walkers energized, engaged and entertained. With more than 300,000 runners participating at 14 events across the nation, it is the largest and most widely attended marathon series in the world.

The Dodge brand kicked off its 2011 partnership with the Rock 'n' Roll Marathon Series in the "P.F. Chang's Rock 'n' Roll Arizona Marathon and ½ Marathon" in Phoenix, Jan. 14 – 16. In addition to being the "Official Automotive Partner" and "Official Vehicle" of this year's races, Dodge serves as the title sponsor of six marathons in 2011, including races in San Diego, Seattle, Virginia Beach, San Jose, Los Angeles and Miami Beach.

About Dodge

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 miles per gallon (mpg) on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

About 2011 Dodge Durango

With its four-wheel independent suspension and responsive steering and handling, Durango puts the “Sport” in Sport Utility. No other SUV on the road compares with the all-new Dodge Durango’s distinctive bold Dodge design that craftily houses a spacious three-row, seven-passenger functional, flexible and premium interior, covered in soft-touch materials. Durango features more than 30 storage areas, 28 seating configurations and a rear cargo area of nearly 85 cubic feet that fits a 6-foot couch with room for coffee table or a 10-foot ladder with the front passenger seat folded flat.

Durango also delivers the perfect blend of power and fuel efficiency. Its award-winning 3.6-liter Pentastar V-6 engine delivers best-in-class 290 horsepower along with a best-in-class driving range of 500 miles on one tank of fuel – that means Durango owners could drive all the way from Chicago to Nashville; San Diego to San Francisco; or New York City to Boston and back again without needing to stop for fuel. The available HEMI V-8 engine with Fuel Saver multi-displacement technology delivers a best-in-class 360 horsepower and 390 lb.-ft. of torque. Both engines deliver best-in-class V-6 and V-8 towing with standard trailer sway control on all models (V-8 up to 7,400 lbs. and V-6 – up to 6,200 lbs.). Durango also features more than 45 safety and security features.

About 2011 Dodge Charger

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 efficient and aerodynamic exterior of the 2011 Dodge Charger is spiritually inspired by the iconic second-generation Charger from the late 1960s, featuring a design that is sure to strike an emotional chord with Dodge performance enthusiasts of all generations.

Crafted in world-class materials, Charger’s passengers are surrounded with comfort, craftsmanship and style, thanks to premium soft-touch materials and four available distinct interior color combinations.

Engineered to perform against the best E-segment sport sedans, the all-new 2011 Dodge Charger SE and Charger Rallye feature the new 3.6-liter Pentastar engine for world-class levels of power, refinement, technology and fuel efficiency. For maximum thrills, efficiency and best-in-class power, the new Dodge Charger R/T lineup features the legendary 5.7-liter HEMI™ V-8 engine with four-cylinder mode FuelSaver Technology.

About 2012 Fiat 500

With beautiful Italian styling, timeless functionality, fuel efficiency and innovative technology – the same attributes that made the original version an icon – the 2012 Fiat 500 is relevant for an entirely new generation of drivers.

The 2012 Fiat 500 offers a multitude of safety features, fuel efficiency, world-class quality and advanced technology. With its city-friendly four-passenger size, engaging driving dynamics, all-new fuel-efficient 1.4-liter MultiAir® engine with eco:Drive™ Application, state-of-the-art TomTom® Navigation with BLUE&ME™ Handsfree Communication technology and seven standard air bags, the new Fiat 500 offers a unique driving and ownership experience. This package is further enhanced with new quality and refinement adaptations for the U.S. market, including an all-new six-speed automatic transmission.

Every 2012 Fiat 500 includes FIAT FORWARD CARE™ – a standard four-year/50,000-mile bumper-to-bumper warranty, four years of unlimited roadside assistance and a three-year/36,000-mile maintenance program that includes wear-and-tear items.

The reintroduction of the FIAT brand in North America is led by the modern generation of the Fiat 500, now joined by the Fiat 500 Cabrio.

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