

Contact: Amy Delcamp  
Kristin Starnes

### **America's Most Affordable and Most Powerful Mid-size Sedan**

- Athletic yet refined exterior, a high-quality, well-crafted interior, a spirited driving experience and a 5-year, 100,000-mile powertrain warranty make the 2012 Dodge Avenger the smart buy for sedan buyers
- America's most affordable mid-size sedan – starting at a U.S. Manufacturer's Suggested Retail Price of only \$18,995
- Most powerful and lowest priced V-6 engine in a mid-size sedan, the 3.6-liter Pentastar V-6 engine produces 283 horsepower while achieving an impressive EPA estimated fuel economy rating of 29 miles per gallon (mpg) highway
- 3.6-liter Pentastar V-6 engine was named one of Ward's "10 Best Engines" in 2011
- The Dodge Avenger named Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" in 2011
- 2012 Dodge Avenger lineup offers four models, including the new for 2012 R/T model – packed with a surprising amount of standard content and a fun-to-drive factor that will delight drivers and passengers

August 31, 2011, Auburn Hills, Mich. - The 2012 Dodge Avenger is the perfect sedan for the customer who wants an enthusiastic driving performance, exceptional fuel economy and, with a starting U.S. Manufacturer's Starting Price (MSRP) of \$18,995, an excellent value. The Dodge Avenger SE model is now the most affordable mid-size car in America. The 2012 Dodge Avenger provides more standard content than others in the segment, high-tech features that keep drivers and passengers connected and entertained, uncompromising safety features and up to 31 miles per gallon (mpg) highway fuel economy, all at an excellent value.

The 2012 Dodge Avenger provides customers a sculpted, smooth exterior design, a world-class interior and performance attributes that put the "fun" in functional. With a powertrain lineup that includes the most powerful V-6 engine in the segment, sporty, refined driving dynamics and useful, intuitive technology like Uconnect® handsfree phone with Bluetooth® and a 40 gigabyte (GB) (28 GB available storage) 6.5-inch touchscreen radio, the Dodge Avenger is a vehicle packed with value and a style all its own.

New for 2012, the Dodge Avenger offers a model lineup comprised of the SE, SXT, SXT Plus and the new for 2012 Avenger R/T. The 2012 Dodge Avenger sports two new exterior colors: Copperhead Pearl Coat and Blue Streak Pearl Coat.

The 2012 Dodge Avenger, America's most affordable sedan, delivers agile, confident handling performance in all driving situations, whether it's a spirited adventure on twisty roads or an emergency maneuver. The 2012 Dodge Avenger comes with the standard 2.4-liter World Gas Engine, which has been recalibrated and is mated to a four- or six-speed automatic transmission for a fun and fuel-efficient driving experience. The Avenger powered by the 2.4-liter engine produces 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque and is rated up to an EPA estimated 31 mpg highway.

Buyers can opt for the 3.6-liter Pentastar V-6 engine, a Ward's "10 Best Engine" in 2011, mated to a six-speed automatic transmission that gives them the best of both worlds – best-in-class V-6 horsepower and exceptional fuel economy. The new 3.6-liter Pentastar V-6 engine produces a best-in-class 283 horsepower (211 kW) and 260 lb.-ft. (353 N•m) of torque and has an EPA estimated 29 mpg highway fuel economy rating.

The Dodge Avenger mid-size sedan, an IIHS "Top Safety Pick" in 2011, provides customers an abundance of standard safety and high-tech features designed to keep drivers connected with their hands on the wheel and eyes on

the road. Standard safety features include advanced multi-stage front passenger air bags, front seat side air bags, electronic stability control with electronic traction control, four-wheel anti-lock brakes, supplemental side curtain air bags and LATCH child seat anchor system.

The 2012 Dodge Avenger offers four models packed with a surprising amount of standard content from which to choose: SE, SXT, SXT Plus and R/T.

The Dodge Avenger SE – America's Most Affordable Mid-size Sedan at a starting U.S. MSRP of only \$18,995, offers a tremendous level of standard equipment, including a 2.4-liter 173 horsepower four-cylinder engine mated to a four-speed automatic transmission. Electronic stability control (ESC), four-wheel anti-lock brakes, traction control, advanced, multi-stage front driver and passenger air bags, all-row side-curtain air bags, front-seat-mounted driver and passenger air bags, acoustic, laminated front windshield and front-row side glass, power windows, power locks, power mirrors, remote keyless entry, cruise control a 60/40 split folding rear seat, 17-inch wheels, LED taillamps and much more.

The 2012 Dodge Avenger SXT adds a six-speed automatic transmission with Auto Stick®, 17-inch aluminum wheels, eight-way power driver seat, leather-wrapped steering wheel and shift knob, six speakers, automatic temperature control, body-color heated exterior mirrors, Sirius XM Satellite Radio, Electronic Vehicle Information Center (EVIC) and much more.

The 2012 Dodge Avenger SXT Plus adds the 3.6-liter Pentastar V-6 engine that provides best-in-class 283 horsepower, 18-inch aluminum wheels, projector fog lamps, rear decklid spoiler, dual bright exhaust tips, unique, premium cloth seat fabric with red French seam stitching, a 6.5-inch touchscreen media center and more. New options for 2012 include premium leather-faced seating and 18-inch chrome-clad wheels (late availability).

The new for 2012 Dodge Avenger R/T model offers a distinctive monochromatic exterior appearance with unique 18-inch polished "Rallye design" aluminum wheels, black background headlamps, unique "Z-stripe" seats with performance leather bolsters, unique gauge cluster with center-mounted tachometer, SRT-inspired accelerator and brake pads, red interior accent lighting, perforated leather-wrapped steering wheel and much more.

The new for 2012 Dodge Avenger R/T model is the perfect sedan for the customer who wants an enthusiastic driving experience at a great value. With a stiffened suspension, best-in-class 283 horsepower engine, center-mounted tachometer and performance-inspired interior and exterior design cues, the 2012 Dodge Avenger R/T ups the driving fun factor.

Dodge engineers tuned the Avenger's suspension specifically to the R/T model. They increased roll stiffness by 18 percent and spring rates by 17 percent in the front and more than 12 percent in the rear. Front strut damping rates are increased 15 percent, rear strut damping rates are increased almost 20 percent and the rear stabilizer bar diameter is 2 mm larger, increased from 19 mm to 21 mm. The suspension changes result in a spirited, performance sedan driving experience.

Unique exterior design elements of the 2012 Dodge Avenger R/T include a unique body-color grille, black headlamp background, R/T fender stripes on the front quarter panel and unique 18-inch aluminum wheels. The performance elements carry through to the rear of the vehicle with a spoiler and the "R/T" badge.

The interior of the 2012 Dodge Avenger R/T sports distinctive Aunde fabric with Z stripe accent, red stitching and performance leather-trimmed bolsters that hold drivers and passengers firmly in their seats when they put the Avenger to the test. The front seats are heated and sport an "R/T" graphic stitched in red on the front headrests. Drivers will notice a cockpit unlike other Avenger models. It features a unique gauge cluster with a center-mounted tachometer with the "R/T" graphic and SRT-inspired brake and accelerator pedal pads. The steering wheel is wrapped in perforated leather with red accent stitching. Red ambient accent lighting in the interior cabin is unique to the R/T model. A 276-watt Boston Acoustic sound system complements the standard touchscreen entertainment center with a hard drive that offers 28 GB of available storage for songs and other media.

The standard mid-size sedan segment is the largest vehicle segment in the United States, with more than 1.7 million vehicles sold in 2010. 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 more value for their dollar.

The 2012 Dodge Avenger is available in 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.

The new 2012 Dodge Avenger arrives in U.S. dealer showrooms in September 2011.

The Dodge Avenger is built at the Sterling Heights, [Mich.] Assembly Plant.

#### **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.

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