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The Dodge Brand Races to the Dec. 11 'Dodge Latin Music Miami Beach Half Marathon'

- All-new 2011 Dodge Durango and 2011 Dodge Charger are official pace vehicles
- Money donated to charities for vehicle test drives
- Challenged Athletes Foundation champion athletes Sarah Reinertsen and Scout Bassett sign autographs at the Dodge Course Preview Area

December 7, 2011, Auburn Hills, Mich. - The Dodge brand is going the distance as the title sponsor and "Official Automotive Partner" of the inaugural "Dodge Latin Music Miami Beach Half Marathon." A Dodge running team of area employee and dealer volunteers will lace up their running shoes and participate in the half marathon on Sunday, Dec. 11. 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.

"Dodge 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 one million people who are involved with the races."

The Dodge brand is sponsoring additional activities during the Dec. 10 – 11 race weekend.

Marathon runners and attendees will have the opportunity to win prizes and be fully immersed in the Dodge brand experience throughout the event's two-day Health & Fitness Expo held at Lummus Park on South Beach, Sat. Dec. 10, and Sun, Dec. 11. The 2011 Dodge Durango, Charger, and Journey will be available to test drive outside the expo. In addition, race fans can 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.

Challenged Athletes Foundation (CAF) marathon and triathlon athletes Sarah Reinertsen and Scout Bassett will sign autographs at the Dodge Course Preview Area inside the expo, Saturday from 12 – 4 p.m. Reinertsen and Bassett each has a prosthetic leg. Reinertsen is the first woman on a prosthetic leg to finish the Ironman World Championship and has raced around the world on CBS' "The Amazing Race" reality TV series. With the help of CAF, family and friends, Bassett actively competes in triathlons around the world. In 2008 and 2010, she won silver medals in the International Triathlon World Championships.

The Dodge Latin Music Miami Beach Half Marathon is one of the final event this year in the 2011 Rock 'n' Roll Marathon Series. 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 18 events across the nation, it is the largest and most widely attended marathon series in the world. Throughout its 14-year history, the Rock 'n' Roll Marathon Series has raised more than \$247 million for various charities. So far this year, Dodge has helped racers donate almost \$80,000 to their charities of choice, and the effort continues.

The Dodge brand kicked off its 2011 partnership with the Rock 'n' Roll Marathon Series in January with the "P.F.Chang's Rock 'n' Roll Arizona Marathon and Half Marathon." 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

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.

Challenged Athletes Foundation

The Challenged Athletes Foundation (CAF) is a world leader in helping individuals with physical challenges get involved – and stay involved – in sports. CAF believes that participation in sports at any level increases self-esteem, encourages independence and enhances quality of life. Since 1994, more than \$30 million has been raised and more than 5,000 funding requests from challenged athletes in all 50 states and dozens of countries have been satisfied. Additionally, CAF's outreach efforts reach another 65,000 individuals each year. Whether it's a \$2,500 grant for a handcycle, helping underwrite a carbon fiber running foot not covered by insurance, or arranging enthusiastic encouragement from a mentor who has triumphed over a similar challenge, CAF's mission is clear: give those with the desire to live active, athletic lifestyles every opportunity to compete in the sports they love. To learn more, log on to www.challengedathletes.org or call 858-866-0959.

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