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Dodge Brand Launches “Dart Smart Challenge” to Educate Employees about All-new 2013 Dodge Dart

- Chrysler Group employees immersed in all things Dodge Dart during three days of Dart test drives and product presentations at Walter P. Chrysler Museum in Auburn Hills, Mich.
- Dodge Dart Global Rally Cross Driver Travis Pastrana on hand to support event, sign autographs
- Dodge Dart vehicles on display at Chrysler Group manufacturing facilities and parts distribution centers across North America
- Fun and engaging campaign to create Dodge Dart product ambassadors

September 18, 2012, Auburn Hills, Mich. - The all-new Dodge Dart launch continues to ramp up, and the Dodge Brand is bringing employees along for the ride with the Dart Smart Employee Challenge. The challenge educates and informs employees about the company's all-new compact car, which started arriving in dealerships this summer.

As part of the overall program, Chrysler Group employees have the chance to learn all about the features and benefits of the all-new 2013 Dodge Dart during three days of Dart test drives and product overview presentations taking place Sept. 19-21 at the Walter P. Chrysler Museum in Auburn Hills, Mich. Dodge Dart Global Rally Cross (GRC) driver Travis Pastrana also lent a hand Sept. 19, signing autographs and talking to fans about his season at the wheel of the Dart GRC car.

“The 2013 Dodge Dart is an outstanding new vehicle, and the Dodge Smart Employee Challenge is a great way to get employees to experience its many features and benefits,” said Reid Bigland, President and CEO, Dodge Brand, Chrysler Group LLC. “Our employees have worked with renewed energy, pride and commitment and this event is a celebration of a great team and an all-new world-class car.”

In addition to the test drives and displays, U.S. employees can compete in an on-line educational game to learn about everything Dart, including its interior and exterior design, high-tech features, class-leading safety features, mid-size levels of interior roominess and fuel-efficient powertrains.

To spark employee enthusiasm outside the Auburn Hills area, Dodge Dart vehicles are displayed at facilities in North America during the month of September.

DODGE DART: A groundbreaking car with the ultimate blend of power, fuel efficiency, handling and style. Starting at \$15,995 U.S. MSRP and offering up to 41 mpg

Delivering features and benefits never before offered in a compact car, the all-new Dodge Dart sets itself apart from the rest of the class with breakthrough passionate styling, class-leading safety features, class-leading technology and the roominess of a mid-size car with the price and fuel-efficiency of a compact.

The all-new 2013 Dodge Dart hits the mark with a modern, unmistakable Dodge design, which features great exterior proportions, world-class aerodynamics and unmistakable Dodge cues, such as the available class-exclusive 152 LED “racetrack” taillamps and integrated dual exhaust and signature split crosshair front grille.

With its Alfa Romeo DNA, agile fun-to-drive experience, sophisticated suspension and the most diverse powertrain lineup in the class, the Dart is a car drivers can't wait to drive. It also delivers up to 41 miles per gallon (mpg) with the Dart Aero model. Standard on SE, SXT, Rallye and Limited is a new 2.0-liter 160 horsepower Tigershark four-cylinder engine. Standard on the Dart Aero, and available on the SXT, Rallye and Limited is the 1.4-liter MultiAir® Intercooled

Turbo, which delivers 160 horsepower and 184 lb.-ft. of torque. Standard on the R/T is the 2.4L Tigershark with MultiAir II, which produces an impressive 184 horsepower. Three transmission choices are available, including a six-speed manual, six-speed automatic and six-speed Dual Dry Clutch Transmission (DDCT).

The interior sets a new benchmark for compact cars with premium soft-touch surfaces and a modern blend of precision craftsmanship, exciting bursts of color and more interior room than some mid-size sedans. Dart also offers class-leading technology, including the class-exclusive 8.4-inch Uconnect touchscreen, 7-inch Thin Film Transistor (TFT) reconfigurable display and Floating Island Bezel.

The all-new Dodge Dart offers drivers thousands of ways to personalize their cars with 12 exterior colors, 14 interior color and trim combinations, three fuel-efficient engines, three transmissions, seven wheel choices and six trim levels. Dart customers can choose a vehicle that fits their personality without sacrificing comfort or value.

The all-new 2013 Dodge Dart, with its unmistakable style, mid-size interior roominess, class-leading safety and state-of-the-art technology offering up to 41 mpg, starts at just \$15,995 U.S. MSRP (all prices exclude destination).

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