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Heritage Hues: Muscle-car Buff Desired Plum Crazy and HEMI® Orange High-impact Paint Colors to Coat 2013 Dodge Challenger R/T and SRT8 392 Models

- Unlocked from the Dodge archive, the return of iconic Plum Crazy and HEMI® Orange paint codes answer enthusiasts' desire for more high-impact heritage paint hues
- Limited-production run of Plum Crazy will start this March on Dodge Challenger R/T Classic and Dodge Challenger SRT8 editions, with ordering available now
- HEMI Orange paint returns for a limited time on the HEMI-powered Dodge Challenger R/T and SRT8 models starting this May
- The 2013 Dodge Challenger R/T is America's most affordable V-8 muscle car at \$29,995 MSRP

February 7, 2013, Auburn Hills, Mich. - The 2013 Dodge Challenger R/T and track-ready Challenger SRT8 392 models deliver exactly what modern muscle car enthusiasts want - two powerful HEMI V-8 engine choices with up to 470 horsepower, iconic and functional muscle-car styling and a world-class performance suspension designed for maximum grip - all executed with quality and precision. And now with the addition of Plum Crazy and HEMI® Orange high-impact paint, some of the very best heritage hues will help make the Spring of 2013 that much brighter on American roadways and raceways.

Built at Chrysler Group LLC's Brampton, Ontario, assembly plant, the Dodge Challenger R/T Classic and Challenger SRT8 models in historic Plum Crazy arrive at Dodge dealerships nationwide this spring. The U.S. Manufacturer's Suggested Retail Price (MSRP) for the 2013 Dodge Challenger R/T Classic in Plum Crazy is \$33,995, while the high-performance SRT8 model is \$44,775 (both prices exclude \$995 destination, SRT8 includes gas-guzzler tax).

In addition, head-turning HEMI Orange paint follows Plum Crazy in May and will be available on all HEMI-powered Challenger models, including the 2013 Dodge Challenger R/T, R/T Plus and R/T Classic, as well as the Challenger SRT8 392. The 2013 Dodge Challenger R/T model is America's most affordable V-8 muscle car at \$29,995 MSRP (excluding \$995 destination).

2013 Dodge Challenger R/T

Designed for the performance enthusiast, the 2013 Dodge Challenger R/T is powered by the legendary 5.7-liter HEMI V-8 engine with cold-air induction delivering up to 375 horsepower and 410 lb.-ft. of torque, 0-60 miles per hour (mph) in the low 5-second range and up to 25 miles per gallon (mpg), Tremec six-speed manual transmission or available five-speed automatic, performance-tuned suspension, performance-disc brakes, performance-tuned steering calibration, 3.73 rear-axle ratio, Uconnect Voice Command with Bluetooth, console-mounted USB port with iPod control and auxiliary audio input jack, SiriusXM Satellite Radio with 12-month subscription, automatic headlamps, LED-illuminated instrument cluster with 160-mph primary speedometer, instrument panel with mini-carbon bezel, fog lamps, "R/T" grille badge, "HEMI" hood badges and rear body-color deck-lid spoiler.

2013 Challenger R/T Plus

For drivers who want even more premium refinement and details, the 2013 Dodge Challenger R/T Plus adds premium Nappa leather seating in Dark Slate Gray or Radar Red, heated front seats, six Boston Acoustics premium speakers with 276-watt amplifier, ParkSense rear park assist, power heated mirrors, Electronic Vehicle Information Center (EVIC) with temperature gauge, location specific tire-pressure monitoring and compass, vehicle security alarm and HomeLink universal transceiver. Remote start is included with the five-speed automatic transmission.

2013 Dodge Challenger R/T Classic

Designed for the Dodge enthusiast who wants performance with even more nostalgic muscle-car cues, the 2013

Dodge Challenger R/T Classic adds dual throwback A-line bodyside R/T stripes in matte black or white, large 20-inch aluminum wheels with polished face and black painted pockets or available forged "Heritage" wheels, 3.92 rear-axle ratio, "Challenger" fender badges in classic script, heritage "R/T" grille badge, functional hood scoops and high-intensity discharge (HID) headlamps.

2013 Dodge Challenger SRT8 392

For 2013, the Dodge Challenger SRT8 392 adds even more new and improved high-tech performance features to solidify its place as the brand's ultimate modern American rear-wheel-drive muscle coupe. Powered by the proven 392-cubic inch (6.4-liter) HEMI V-8 with 470 horsepower, the performance machine promises a balanced performance approach with outstanding straight-line acceleration, world-class ride and handling, high-performance braking and the most up-to-date technologies that deliver more driver excitement and control. And it still delivers up to 23 miles per gallon (mpg) on the highway.

New for the 2013 model year is an expanded adaptive-damping suspension that allows for three-mode selectable suspension tuning, while new launch control is standard and provides enhanced straight-line acceleration. Dodge Challenger SRT8 392 accelerates from 0-60 mph in the high 4-second range; runs the quarter mile in mid-12-second range with the automatic transmission (high 12-second range with the manual); goes from 0-100-0 mph in the low 15s, reaches a top speed of 182 mph with the manual transmission (175 mph with the automatic) and stops from 60-0 mph in just 117 feet.

Full-length dual center stripes are also available with the limited-edition Plum Crazy or HEMI Orange Dodge Challenger SRT8 392. For a from-the-factory customized look, three SRT-specific stripe colors are available, including Black, Silver and Medium Metallic Gray, all finished in high-gloss.

SRT Track Experience included

Owners of the 2013 Dodge Challenger SRT8 392 in Plum Crazy or HEMI Orange will receive one day of professional driving instruction as part of the SRT Track Experience, designed to maximize their driving knowledge and skills on the street or track. Sessions are held throughout the year at selected tracks.

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 offering up to 41 miles per gallon, 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 freshest dealer showrooms in the United States.

About SRT

The Chrysler Group's SRT (Street and Racing Technology) brand uses a successful product development formula featuring five proven hallmarks: awe-inspiring powertrains; outstanding ride, handling and capability; benchmark braking; aggressive and functional exteriors and race-inspired and high-performance interiors to remain true to its performance roots.

The SRT lineup in the 2013 model year features five vehicles that are world-class performance contenders and bring the latest in safety technologies and creature comforts. The Chrysler 300 SRT8, Dodge Challenger SRT8 392, Dodge Charger SRT8 and Jeep Grand Cherokee SRT8 are joined by the SRT flagship Viper and Viper GTS models, which are making their highly anticipated return to the high-performance sports car market.

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