

Contact: Amy Delcamp

Kristin Starnes

Dodge Simplifies Dart Lineup for 2014; Launches 184-horsepower 2.4-liter Tigershark Engine on Several Models

- Dodge Dart compact car building momentum and awareness with consumers as it enters its second year of production
- Five Dart models for 2014: SE, SXT, Aero, Limited and GT
- New packages simplify ordering; bundle popular features and content customers value the most
- 184 horsepower 2.4-liter Tigershark MultiAir2 I-4 engine, mated to a six-speed manual or six-speed automatic transmission, is now standard on 2014 Dodge Dart SXT, Limited and GT models
- 2014 Dodge Dart redefines performance with an agile, fun-to-drive experience and delivers highway fuel economy ratings of up to 41 miles per gallon (mpg)
- Segment-leading safety features and innovative, easy-to-use technology, include racetrack LED tail lamps, projector headlights, integrated dual exhaust, 8.4-inch touchscreen and 7-inch thin-film transistor (TFT) reconfigurable display
- Dodge Dart tops compact car segment in total quality, according to Strategic Vision Total Quality Index 2014 Dodge Dart starts at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,995 (excluding destination)

August 31, 2013, Auburn Hills, Mich. - The 2014 Dodge Dart – the leading compact car in total quality, according to Strategic Vision's Total Quality Index – arrives in dealer showrooms in the fourth quarter of 2013 with a fresh model lineup driven by customer feedback from its first year in the marketplace.

When the all-new compact car launched in the summer 2012 after the Dodge brand's seven-year absence in the segment, buyers could customize the Dart in more than 100,000 ways. Now, after a full year of sales, the Dodge brand is responding to market data by taking the features customers order the most and bundling them so they're easier to order and deliver an even greater value. For 2014, the Dart is available in five models: SE, SXT, Aero, Limited and GT.

Also new for 2014, Dodge is expanding the use of the 2.4-liter Tigershark engine in the Dart. The 2014 Dart SXT, Limited and GT models are all powered by the standard 2.4-liter Tigershark MultiAir2 I-4 engine, which produces 184 horsepower and 171 lb.-ft. of torque and is mated to a standard six-speed manual transmission (SXT and GT models) or available six-speed automatic transmission (standard on the Limited model). The 2014 Dart Aero model, which gets up to 41 miles per gallon (mpg) on the highway, is powered by the 1.4-liter MultiAir Turbo engine mated to a standard six-speed manual transmission or available dual-dry clutch transmission (DDCT). The 2014 Dart SE model is powered by the 2.0-liter Tigershark engine mated to a standard six-speed manual transmission or available six-speed automatic transmission.

Class-leading safety and security features, including 10 standard air bags

Some things don't change. The Dodge Dart continues to redefine the compact car segment with its stylish, athletic exterior design, an exquisite interior design that's well-crafted with high-quality materials and attention to detail not typically found in the compact car segment. The Dart is loaded with more than 60 safety and security features that give drivers and passengers peace of mind. Constructed of 68 percent high strength steel, among the highest in the industry, the Dodge Dart's key available safety and security features include a class-leading 10 standard air bags, four-wheel anti-lock brakes standard on every model, electronic stability control, electronic roll mitigation, all-speed

traction control, ParkView rear backup camera, Blind-spot Monitoring, Rear Cross Path detection, ParkSense rear park assist, LATCH anchors, which allow a child seat to be placed in any of the three rear seat positions, and much more.

Class-exclusive, easy-to-use technology can't be touched elsewhere in the segment

The 2014 Dodge Dart is loaded with innovative technology that is easy-to-use and delivers the information and entertainment drivers want while allowing them to keep their eyes on the road and hands on the wheel. The Dart offers the class-exclusive Uconnect infotainment system with an 8.4-inch touchscreen radio, the largest in the segment; the Uconnect Voice Command system, which allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road, enables drivers to switch radio modes, tune to AM/FM and SiriusXM Radio stations and request real-time information (such as fuel prices) from SiriusXM Travel Link using natural voice commands; and features a 7-inch full-color customizable LED instrument cluster to let the customer decide what format they want the information displayed.

Steering, handling and dynamics engineered for the driver

The Dart's chassis is engineered to deliver sporty European handling dynamics and steering precision with ride and comfort characteristics tuned for North American roads. The FIAT Group architecture – compliments of the award-winning Alfa Romeo Giulietta – is the basis of the Dart's underpinnings. The Giulietta is renowned for satisfying the most demanding customers in terms of exceptional driving dynamics and agility, and that DNA carries over to the new Dodge Dart.

The exceptional balance of fun-to-drive dynamics, emergency handling, ride comfort and a quiet cabin is accomplished through the suspension bushing tuning and the Dart's exceptional body structure, including the front aluminum cradle, rear upper and underbody structure reinforcement and superior suspension attachment stiffness.

With a 15:1 steering ratio, the 2013 Dodge Dart is one of the fastest-steering vehicles in the compact car segment. Dart features standard electric power steering (EPS) on all models, which delivers sporty handling by managing significant loads at all steering wheel operating speeds. All of the power assist is provided via an electric motor system rather than a traditional hydraulic system. Because the system is fully electronic, the driver experiences optimal steering effort at all vehicle speeds, and there is less noise and better fuel efficiency since there is no parasitic loss from a power steering pump.

For the 2014 model year, the Dodge Dart starting U.S. Manufacturer's Suggested Retail Price (MSRP) is \$15,995, (all prices exclude \$995 destination).

2014 Dodge Dart model lineup

Dodge Dart SE

With a starting U.S. MSRP of \$15,995 (excluding \$995 destination), the Dart SE is loaded with standard content that is uncommon in the segment for an entry-level model, such as power windows, four-wheel anti-lock disc brakes and 10 standard air bags. It is powered by the 2.0-liter Tigershark I-4 engine, mated to a six-speed manual transmission, which produces 160 horsepower and 148 lb.-ft. of torque and has an EPA fuel economy rating of 25 city/36 highway/29 combined.

Standard equipment on the 2014 Dodge Dart SE model includes: black cloth seats, 10 standard air bags, electronic brake assist, electronic stability control, Hill-start Assist (HSA) all-speed traction control, electronic roll mitigation, four-wheel anti-lock power disc brakes, lock-on-sync tire pressure sensors, six-way manual adjust driver and front passenger seat, driver seat height adjuster, front-seat active headrests, three rear-seat head restraints, rearview day/night mirror, sun visors with vanity mirrors, floor console with covered storage, Uconnect AM/FM CD player, satin silver shift knob, two front cup holders, solar control glass, Sentry Key theft-deterrent system, power windows with driver one-touch, standard instrument cluster with tachometer, soft-touch dash; manual door locks, dual-note electric horns, outside temperature display in odometer, front courtesy map lamps, headlamp off-time delay, bi-function halogen projector head lamp, body-color crosshair grille with body-color surround, chrome headlamp bezels, black door handles, 14.2-gallon fuel tank, four speakers, audio input jack for mobile devices, electric power steering, tilt/telescopic steering column, grocery bag hooks, 16-inch steel wheels with cover, tire service kit and more.

Also available is the SE Convenience Group, which includes air conditioning, active grille shutters, speed control, speed-sensitive power locks, Uconnect Voice Command with Bluetooth, keyless entry with panic alarm, rearview auto-dimming mirror, body-color power mirrors and body-color door handles.

Dart SXT

In addition to the standard equipment of the SE, the 2014 Dodge Dart SXT adds the 2.4-liter Tigershark with MultiAir technology, delivering 184 horsepower and 171 lb.-ft. of torque, at a starting U.S. MSRP of just \$18,495.

Other new standard features include 16-inch aluminum wheels, black crosshair grille, dark-tinted headlamps, LED racetrack tail lamps, active grille shutters, underbody aerodynamic kit, automatic headlamps, speed control, steering wheel-mounted audio controls, Uconnect Bluetooth with Voice Command and new premium cloth seats.

Other standard features on SXT include: body-color door handles and mirrors, air conditioning with micron filter, Uconnect 200 AM/FM/CD/MP3 radio with audio input jack for mobile devices, speed-sensitive power door locks, power mirrors, remote keyless entry, front center console with fore and aft sliding armrest, 60/40 split folding rear seat with armrest with storage and cup holders and trunk pass-through, six speakers, security alarm, overhead console with sunglasses holder, sun visors with illuminated vanity mirrors, 12-volt auxiliary power outlet in front console, front and rear floor mats, 600-amp maintenance-free battery and SXT badge.

The Dodge Dart SXT model also features several new packages for 2014.

The available Rallye Appearance Group adds a touring suspension, rear stabilizer bar, 17-inch Hyper Black aluminum wheels with all-season tires, black crosshair grille with black surround, integrated dual exhaust with bright tips, projector fog lamps, premium cloth seats with accent stripes, leather-wrapped steering wheel with audio controls and leather-wrapped shift knob (automatic transmission) and Rallye badge.

The Sun and Sound Group includes a power express open/close sunroof, nine Alpine speakers with subwoofer, 506-watt amplifier, Uconnect 8.4 CD/MP3 radio with 8.4-inch touchscreen radio, iPod control, SiriusXM Radio, ParkView rear backup camera, floating island bezel illuminated instrument panel surround and glove box lamp.

The Cold Weather Group features body-color heated mirrors, heated front premium cloth seats, ParkView rear backup camera, tire-pressure monitoring display and remote start (with automatic transmission).

The Uconnect Touchscreen Group includes the class-exclusive 8.4-inch Uconnect 8.4 multimedia center, class-exclusive floating island bezel, remote USB port, iPod Control, remote CD player and ParkView rear backup camera and glove box lamp.

Also available is the Garmin Navigation Group.

Dart Aero

The 2014 Dodge Dart Aero model includes as standard equipment the 1.4-liter MultiAir Turbo engine generating 160 horsepower and 184 lb.-ft. of torque mated to the six-speed manual transmission or available six-speed DDCT.

Starting at a U.S. MSRP of \$19,995, new standard features on the Aero model for 2014 include: 16-inch aluminum wheels, 8.4-inch Uconnect touchscreen media center with floating island bezel, 7-inch thin-film transistor (TFT) reconfigurable display, rear backup camera, Uconnect Bluetooth with Voice Command, auto-dimming rearview mirror, SiriusXM Radio and remote start (automatic transmission).

Other standard features include LED racetrack tail lamps, underbody aerodynamic kit, active grille shutters, ultra-low-rolling resistance tires, speed-sensing power locks, keyless entry with panic alarm, body-color power mirrors, body-color door handles, air conditioning with Micron filter, Electronic Vehicle Information Center (EVIC) with trip computer, leather-wrapped steering wheel with audio controls, speed control, automatic headlamps, "Aero" badge, black cloth interior, tire inflator kit, single note horn and a 13.2-gallon fuel tank. The Dart Aero has an EPA fuel economy rating of 28 city/41 highway/32 combined when mated to the available DDCT transmission and 27 city/39 highway/32 combined when mated to the standard six-speed manual transmission.

Also available on the Aero model is the Garmin Navigation Group, which includes Garmin navigation and SiriusXM

Travel Link.

Dart Limited

The 2014 Dart Limited is the premier model for the customer who wants to treat themselves with amenities that make the drive just a little more indulgent. The Limited model includes a tremendous level of premium features for a starting U.S. MSRP of \$22,995.

The Limited adds several new standard features for 2014, including the 2.4-liter 184 horsepower Tigershark four-cylinder engine, six-speed automatic transmission, LED racetrack tail lamps, Keyless Enter 'n Go with push-button start, premium Nappa leather seating, heated front seats, heated steering wheel, power sunroof with express open/close, Uconnect 8.4N featuring an 8.4-inch touch screen, Garmin navigation, SiriusXM Radio, SiriusXM TravelLink, dual-zone automatic temperature control and remote start.

Other standard Limited content over the SXT includes 17-inch Satin Silver aluminum wheels, touring suspension, rear stabilizer bar, 10-way power driver seat, including four-way power lumbar adjust, leather-wrapped steering wheel, power front windows with one-touch up/down, premium, full-color 7-inch TFT reconfigurable instrument gauge cluster with tachometer and compass, ParkView rear backup camera, ambient interior LED lighting, illuminated floating island bezel/instrument panel surround, universal garage door opener, body-color heated power mirrors with courtesy lamps and supplemental signals, projector fog lamps, bright crosshair grille with body-color surround, chrome headlamp bezels, bright door handles and more.

The Dart Limited model also offers the ability to customize with polished aluminum wheels, premium Alpine audio system, or the sophisticated equipment of the Technology Group, which includes Blind-spot monitoring, and class-exclusive Rear Cross Path detection, ParkSense rear park assist system, HID Xenon SmartBeam headlamps, rain-sensitive wipers and ultrasonic intrusion alarm.

Dart GT

The sporty 2014 Dart GT models offer consumers enhanced performance and style for a starting U.S. MSRP of \$20,995. The Dart GT builds off the SXT and includes as standard equipment: unique sport suspension and steering, Keyless Enter 'n Go with push-button start, 18-inch aluminum wheels, integrated dual exhaust, black fascia with Hyper Black grille, dark-tinted automatic headlamps, projector fog lamps, heated exterior mirrors with side turn signal and puddle lamps, unique perforated Nappa leather seats, heated front seats, heated leather-wrapped steering wheel, premium soft-touch door trim, Uconnect 8.4 CD/MP3 radio with 8.4-inch touchscreen display, single-disc remote CD player, 7-inch TFT reconfigurable display, ParkView rear backup camera, dual-zone automatic temperature control, remote start (automatic transmission) and SiriusXM Radio.

The Dart GT model also offers the Technology Group, Garmin Navigation Group, the Sun and Sound Group and Hyper Black aluminum wheels.

The 2014 Dodge Dart is available in the following colors: Maximum Steel Metallic Clear Coat, Granite Crystal Metallic Clear Coat, True Blue Pearl Coat, Blue Streak Pearl Coat, Redline 2 Pearl Coat, Billet Silver Metallic Clear Coat, Bright White Clear Coat, Pitch Black Clear Coat and Header Orange Clear Coat.

The 2014 Dodge Dart will arrive in U.S. dealer showrooms in the fourth quarter 2013 and is built in the United States at Chrysler Group's Belvidere, Ill., assembly plant.

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