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## **Championing the Un-boring: The 2015 Dodge Charger is the World's Only Four-door Muscle Car Designed to Appeal to Drivers Who Covet Performance, Fuel Efficiency, Technology and Styling To Stand Apart from Every Vanilla Full-size Sedan on th**

- New Charger SRT Hellcat model with supercharged 6.2-liter HEMI® Hellcat engine produces 707 horsepower and 650 lb.-ft. of torque, a top speed of 204 miles per hour, clocking an NHRA-certified quarter-mile elapsed time of 11.0 seconds, making it the quickest, fastest and most powerful sedan in the world
- New Charger SRT 392 model, powered by standard 6.4-liter 392 HEMI V-8, delivers best-in-class naturally aspirated 485 horsepower and 475 lb.-ft. of torque with SRT Performance Pages, Brembo brakes and standard 20-by-9.5-inch aluminum wheels
- All-new 2015 Dodge Charger R/T Scat Pack features a 6.4-liter HEMI V-8 punching out best-in-class 485 horsepower and a best-in-class 475 lb.-ft. of torque via new and segment-exclusive TorqueFlite eight-speed automatic transmission designed for improved performance, efficiency and smoother shifting
- The 2015 Dodge Charger now features a sleeker exterior design focused on power and performance
- Charger sales have grown 62 percent since 2009, twice the growth of the full-size car segment and fueling a 3.2 percentage point gain in market share
- Charger buyers on average are 17 years younger than those of the competition within the segment

October 28, 2014, Auburn Hills, Mich. - The 2015 Dodge Charger competes in the standard full-size car market in the United States, but stands alone in a class by itself as America's only four-door fastback-styled muscle car on the market.

The Charger's combination of aggressive and youthful image, standard full-size functionality and world-class engineering and quality resonates with young and affluent buyers. Charger buyers are on average 17 years younger than those of the competition within the segment, with more than half identifying themselves as Millennials or Generation Xers, many with young families.

"The Dodge Charger is designed to appeal to buyers who need the practicality of a full-size sedan but don't want to give up Dodge attitude and sporty driving performance," said Tim Kuniskis, President and CEO — Dodge Brand, Chrysler Group LLC. "The new 2015 Dodge Charger delivers with an entirely new exterior design, state-of-the-art and fuel-efficient TorqueFlite eight-speed transmissions, plus all-new aggressively styled and track-proven models such as the R/T Scat Pack model with 485 best-in-class naturally aspirated horsepower, and the Charger SRT Hellcat – the quickest, fastest and most powerful sedan in the world."

The Charger's appeal is attracting a high number of conquest buyers, helping drive a 62 percent increase in sales since 2009 – more than double the growth of the standard full-size car segment (+30 percent). In 2013, Charger posted its best sales year since 2007, further fueling a 3.2 percentage point gain in market share since 2009.

### **Most comprehensive Charger lineup ever with best-in-class power, best-in-class fuel economy and segment's most innovative all-wheel-drive system**

The 2015 Dodge Charger SE and SXT models feature the lightweight, 292 horsepower 3.6-liter Pentastar V-6 aluminum engine paired with the standard TorqueFlite eight-speed transmission, which combined deliver up to 31 miles per gallon (mpg) highway. With the Rallye Group, the V-6 adds a cold-air induction system generating 300 horsepower and 31 mpg.

With the legendary 5.7-liter HEMI V-8 engine under the hood, the Charger R/T models deliver 370 horsepower and 395 lb.-ft. of torque, as well as innovative four-cylinder mode Fuel Saver Technology. Dodge Charger models also offer up technology, performance and value-packed feature packages to help customers equip their four-door performance car to their exact needs. Charger now pairs both its fuel-efficient 3.6-liter V-6 engine and its powerful 5.7-liter HEMI V-8 with a segment-exclusive TorqueFlite eight-speed automatic transmission.

For hardcore Dodge enthusiasts, the all-new 2015 Charger R/T Scat Pack model features a 6.4-liter HEMI V-8 punching out a best-in-class 485 horsepower and 475 lb.-ft. of torque mated to a TorqueFlite eight-speed automatic transmission. Other technologies and appointments include innovative four-cylinder mode Fuel Saver Technology, active exhaust system, Dodge Performance Pages, Brembo brakes, 20-by-9-inch aluminum wheels and performance seats.

The 2015 Charger is available in nine key models: SE, SE AWD, SXT, SXT AWD, R/T, R/T Road & Track, R/T Scat Pack, SRT 392 and SRT Hellcat.

### Dodge Charger SE

Dodge Charger SE offers more standard equipment than any of its direct standard full-size competitors, but does so at a mid-size price. The SE is well equipped for the individual looking for comfort, handling, iconic styling and value.

Standard features on the SE model include the award-winning 3.6-liter Pentastar V-6 engine with 292 horsepower, segment-exclusive TorqueFlite eight-speed automatic transmission with electronic shifter, bi-function automatic halogen projector beam headlamps, LED-illuminated daytime running lamps, signature LED-illuminated "racetrack" tail lamps, black grille with Satin Chrome crosshairs, body-color front fascia with body-color accent, body-color rear fascia with accent and integrated exhaust ports, body-color power-adjustable mirrors, parallel-action variable intermittent speed-sensitive windshield wipers, 17-inch dual five-spoke Satin Silver cast-aluminum wheels on rear-wheel-drive (RWD) models, 19-inch dual five-spoke cast-aluminum wheels with polished face and technical gray pockets on all-wheel-drive (AWD) model, P215/65R17 BSW all-season performance tires, touring brake system, touring tuned suspension, 195 mm rear axle, dual exhaust with chromed tips, 160-amp alternator and capless fuel filler door.

On the inside, the Charger SE features standard Dark Brushed interior accent bezels, customizable 7-inch full-color driver information display (DID) instrument cluster, Uconnect 5-inch touchscreen with AM/FM/Bluetooth, two USB charging outlets, media hub with SD-card reader, USB input, and auxiliary audio input, six-speaker audio system, air conditioning with front and rear passenger climate control outlets, full-length floor console, cell phone storage, two 12-volt power outlet, satin die-cast door handles, manual day and night rearview mirror with microphone, front overhead console, LED-illuminated rear assist handles, LED rear-seat reading courtesy lamps, 140-mph analog speedometer, LED back-lit illumination, black cloth seats, six-way power driver seat, 60/40 split and fold rear seat, rear seat armrest with cup holders, leather-wrapped electronic shifter, leather-wrapped steering wheel with vehicle and cruise controls, manual tilt-and-telescoping steering column, electronic throttle control (ETC), and Keyless Enter 'n Go with push-button start.

Standard safety features include seven airbags, anti-lock braking system (ABS), all-speed traction control system (TCS), Brake Assist, brake/park interlock, electronic brake-force distribution (EBD), brake override, Rain Brake Support, electric power steering (EPS), electronic stability control (ESC), Ready Alert Braking and much more.

Available options on the SE model include a sunroof with universal garage door opener, engine block heater, as well as the Sport Appearance Group (RWD model only) and the Popular Equipment Group.

### Dodge Charger SXT

The Dodge Charger SXT adds even more connectivity, comfort and convenience features and enhanced style.

Standard features on the SXT model build off the standard equipment on the SE model and include LED fog lamps, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth and Uconnect Access with 9-1-1 call/Assist Call, sport cloth seats with 12-way power driver seat, including four-way power lumbar, heated front seats and heated power-adjustable mirrors, remote start, automatic-dimming rearview mirror, three-spoke thick-rim leather-wrapped steering wheel, leather-wrapped electronic shift knob, automatic dual-zone climate control with individual driver and passenger settings, front overhead console with LED dome lamp, universal garage door opener, Alpine premium audio system with six speakers and 276-watt eight-channel amplifier, shark-fin antenna, 18-inch five-spoke painted Satin Carbon cast-aluminum wheels on RWD models, 19-inch dual five-spoke cast-aluminum wheels with polished face and technical gray pockets on AWD models and P235/55R18 BSW all-season performance tires.

#### Dodge Charger SE AWD and SXT AWD

All-wheel-drive with a class-exclusive active transfer case, front axle disconnect and 19-inch wheels with all-season tires are available on both Charger SE and SXT models.

#### Dodge Charger R/T

With its legendary 5.7-liter HEMI V-8 engine that delivers 370 horsepower and 395 lb.-ft. of torque combined with four-cylinder mode Fuel Saver Technology and new for 2015 a standard TorqueFlite eight-speed automatic transmission with electronic shifter, steering-wheel-mounted paddle shifters, a performance-tuned suspension with larger disc brakes and standard Uconnect 8.4-inch touchscreen, the Charger R/T is designed for the customer who demands V-8 power, rail-like handling and state-of-the-art technology in an affordable package. In addition to the standard equipment on the Dodge Charger SXT, the Charger R/T model includes 20-inch five-spoke Satin Carbon aluminum wheels, P235/55R18 BSW all-season performance tires, rear decklid-mounted body-colored spoiler, performance-tuned suspension and exhaust, performance brake package and sport seats.

#### Dodge Charger R/T Road & Track

Designed for enthusiasts who demand more performance and heritage from their Dodge Charger R/T, the Dodge Charger R/T Road & Track includes the features of the R/T and adds the Super Track Pak with Dodge Performance Pages, heavy-duty brakes and track suspension; a matte black grille with a heritage "R/T" badge, bi-function high-intensity discharge (HID) projector head lamps, 20-inch dual five-spoke cast-aluminum wheels with polished face and black pockets, P245/45ZR20 all-season performance tires (P245/45ZR20 three season performance tires optional), rear differential with 3.07 axle ratio, heated and ventilated Nappa leather and Alcantara suede performance seats with larger side bolsters, heated steering wheel, driver's seat memory, power-adjustable pedals and steering column with memory, performance engine and transmission calibration and high-speed engine controller, ParkSense rear park assist system and vehicle security alarm.

#### Dodge Charger R/T Scat Pack

For the hardcore Dodge enthusiast who demands best-in-class horsepower and torque with track-proven hardware, the R/T Scat Pack includes the features of the R/T model and adds best-in-class 485 horsepower and 475 lb.-ft. of torque 6.4-liter HEMI powertrain to the TorqueFlite eight-speed transmission with 3.09 rear-axle ratio; active exhaust system with 4-inch round exhaust tips, aluminum performance hood with NACA duct, front and rear performance fascias, performance side sills and Satin Black spoiler; performance steering wheel with paddle shifters, Dodge Performance Pages, R/T Scat Pack high-performance interior with performance seats in Black Ballistic II cloth with Scat Pack logos embroidered; red Brembo four-piston caliper front brakes with three-mode electronic stability control (ESC), high-performance suspension, performance steering wheel; 20-by-9-inch polished aluminum wheels with three-season performance tires; Dodge Performance Pages, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capability and Uconnect Access with 9-1-1 call/Assist Call, six premium speakers with 276-watt amplifier, aluminum pedals, customizable 7-inch full-color DID instrument cluster with Scat Pack splash graphic, 180-mph speedometer, ParkView rear backup camera, ParkSense rear park assist, Scat Pack grille badge, HEMI 392 fender badges along with Charger and R/T heritage badge on the deck lid.

#### Dodge Charger SRT 392

The 2015 Charger SRT 392 is powered by a 392 cubic inch (6.4-liter) HEMI V-8 engine with 485 horsepower and 475 lb.-ft. of torque, increases of 15 horsepower and 5 lb.-ft. of torque over 2014 model year. Building off the R/T Scat Pack, the Charger SRT 392 features unique 20 by 9.5-inch wide Slingshot forged Hyper Black aluminum wheels with new P275/40ZR-20 Pirelli tires, the largest brakes ever offered in a Chrysler Group vehicle, including 15.4-inch front

brakes, Brembo six-piston calipers with two-piece slotted and vented rotors, SRT-tuned high-performance adaptive damping suspension (ADS), rear body-color spoiler, SRT Performance Pages with launch control, Harman Kardon premium audio system with 19 Green Edge speakers and 900-watt amplifier, high-performance Nappa leather seats with Alcantara suede inserts, heated and ventilated front seats, unique SRT flat-bottom three-spoke heated leather-wrapped steering wheel with power tilt and telescoping and red push-button start.

### Dodge Charger SRT Hellcat

The 2015 Dodge Charger SRT Hellcat takes the performance sedan world by storm. The new Charger SRT Hellcat features the supercharged 6.2-liter HEMI Hellcat V-8 engine, which produces 707 horsepower and 650 lb.-ft. of torque and clocked an NHRA-certified quarter-mile elapsed time of 11.0 seconds, making it the quickest, fastest, most powerful production sedan in the world, as well as the most capable and technologically advanced four-door muscle car in America.

Additionally, the SRT Hellcat adds the following equipment to the Charger SRT 392 model: two key fobs – red and black – to control engine output; SRT Performance Pages with boost gauge, unique SRT flat-bottom three-spoke steering wheel finished with Gunmetal accents; Dark Spun aluminum accents, DID with 200 mph speedometer, aluminum performance hood with NACA duct and dual air extractors, Slingshot forged-aluminum wheels with Matte Black or Brass Monkey/Dark Bronze finish; and Hellcat fender badges.

### **Packages and Groups**

#### 20-inch Wheel Sport Appearance Group

The 20-inch Wheel Sport Appearance Group includes rear body-color spoiler, compact spare tire, 245/45R20 BSW all-season performance tires and 20-by-8-inch five-spoke satin carbon aluminum wheels. This group is available on the Charger SXT model.

#### AWD Plus Group

The AWD Plus Group includes Nappa leather sport seats, heated and ventilated 12-way power front driver and passenger seats with four-way lumbar adjust, heated steering wheel and second-row seats, rear-seat armrest with storage cup holders, illuminated rear cup holders, driver and passenger lower LED lamps, front overhead LED lighting, memory for the driver's seat, radio and mirrors, bi-function HID projector head lamps, security alarm, ParkSense rear park assist system and ParkView rear backup camera. The AWD Plus Group is available on Charger SXT models.

#### AWD Premium Group

The AWD Premium Group includes Nappa leather sport seats, heated and ventilated 12-way power front driver and passenger seats with four-way lumbar support, heated second-row seats and heated steering wheel, Uconnect 8.4AN with HD Radio and 3-D Navigation, SiriusXM Travel Link with five-year service, SiriusXM Traffic with five-year service, BeatsAudio with 10 amplified premium speakers with trunk mounted subwoofer and 552-watt amplifier, ParkSense rear park assist system, ParkView rear backup camera, Blind-spot Monitoring and Rear Cross Path detection, full-speed Forward Collision Warning Plus, Adaptive Cruise Control with Full Stop, Lane Departure Warning with Lane Keep Assist, power tilt-and-telescoping steering column, power adjustable pedals with memory, rear seat armrest with storage cup holders, illuminated rear cup holders, exterior driver-side automatic-dimming mirror, foldaway power heated mirrors, rain-sensitive windshield wipers, driver and passenger lower LED lamps, front overhead LED lighting, exterior mirror courtesy lamps, memory for the driver's seat, radio and mirrors, auto adjust in reverse exterior mirrors, auto high beam headlamp control, bi-function HID projector headlamps and security alarm. The AWD Premium Group is available on Charger SXT models.

#### BeatsAudio Group

The BeatsAudio Group includes 10 amplified premium speakers with trunk-mounted subwoofer and 552-watt amplifier. This group is available on the R/T Road & Track and R/T Scat Pack models.

#### Driver Convenience Group

The Driver Convenience Group includes ParkSense rear park assist system, ParkView rear backup camera and Blind-spot Monitoring and Rear Cross Path detection. This group is available on SXT, R/T, R/T Road & Track, R/T Scat Pack and SRT 392 models.

#### Navigation/Rear Backup Camera Group

The Navigation/Rear Backup Camera Group includes the Uconnect 8.4AN, which adds HD Radio and 3-D GPS Navigation, SiriusXM Travel Link with five-year service, SiriusXM Traffic with five-year service and ParkView rear backup camera. This group is available on SXT, R/T, R/T Road & Track models and R/T Scat Pack models.

#### Plus Group

The Plus Group includes Nappa leather sport seats, heated and ventilated 12-way power front driver and passenger seats with four-way lumbar adjust, heated steering wheel and second row seats, ParkSense rear park assist system and ParkView rear backup camera, rear seat armrest with storage cup holders, illuminated rear cup holders, driver and passenger lower LED lamps, front overhead LED lighting, memory for the driver's seat, radio and mirrors, bi-function HID projector head lamps, security alarm, compact spare tire, 18-inch dual five-spoke polished cast-aluminum wheels with technical gray pockets (SXT), and 20-by-8-inch polished cast-aluminum wheels with satin carbon pockets (R/T). The Plus Group is available on Charger SXT and R/T models.

#### Popular Equipment Group

The Popular Equipment Group includes SiriusXM Radio with one-year service, ParkSense rear park assist system and remote start system. This group is available on Charger SE models.

#### Premium Group

The Premium Group includes Nappa leather sport seats, heated and ventilated 12-way power front driver and passenger seats with four-way lumbar adjust, heated steering wheel and second row seats, Uconnect 8.4AN with HD Radio and 3-D Navigation, SiriusXM Travel Link with five-year service, SiriusXM Traffic with five-year service, BeatsAudio 10 amplified premium speakers with trunk-mounted subwoofer and 552-watt amplifier, Blind-spot Monitoring and Rear Cross Path detection, Full-speed Forward Collision Warning-Plus, Lane Departure Warning with Lane Keep Assist, Adaptive Cruise Control with full stop, ParkSense rear park assist system, ParkView rear backup camera, power adjustable pedals with memory, rear seat armrest with storage cup holder, illuminated rear cup holders, automatic-dimming exterior driver mirror, foldaway power heated memory mirrors, rain sensitive windshield wipers, driver and passenger lower LED lamps, front overhead LED lighting, exterior mirror courtesy lamps, memory for the driver's seat, radio and mirrors, auto adjust in reverse exterior mirrors, auto high beam headlamp control, bi-function HID projector headlamps, security alarm, power tilt-and-telescoping steering column, 20-by-8-inch polished dual five-spoke cast-aluminum wheels and P245/45R20 BSW all-season performance tires. This group is available on SXT and R/T models.

#### Rallye Group

The Rallye Group includes R/T front end Gloss Black fascia applique, Rallye badge, rear body-color spoiler, 300 horsepower rating, BeatsAudio 10 amplified premium speakers with trunk mounted subwoofer and 552-watt amplifier, performance suspension, compact spare tire, P245/45R20 BSW all-season performance tires, 20-by-8-inch Hyper Black cast-aluminum wheels, steering wheel mounted shift control and Sport Mode II. This group is available on the Charger SXT model (AWD includes standard wheels and tires).

#### Sport Appearance Group

The Sport Appearance Group includes rear body-color spoiler, P235/55R18 all-season performance tires and 18-inch five-spoke satin carbon cast-aluminum wheels. This group is available on Charger SE models.

#### Technology Group

The Technology Group includes Full-speed Forward Collision Warning Plus, Adaptive Cruise Control with Full Stop, Blind-spot Monitoring and Rear Cross Path detection, exterior driver-side automatic-dimming mirror, foldaway power heated memory mirrors, rain-sensitive windshield wipers, Lane Departure Warning with Lane Keep Assist, exterior mirrors courtesy lamps, memory for the driver's seat, radio and mirrors, auto adjust in reverse exterior mirrors, auto high beam headlamp control, power tilt-and-telescoping steering column and power adjustable pedals with memory. This group is available on SXT, R/T, R/T Road & Track, R/T Scat Pack and SRT 392 models.

#### Scat Pack Leather Group

Available with the R/T Scat Pack, the Scat Pack Leather Group includes Black or Black/Ruby Red Nappa leather

performance seats with Alcantara suede inserts, Ruby Red accent stitching and monochromatic Scat Pack logo, heated and ventilated 12-way power front driver and passenger seats with four-way lumbar adjust and heated rear seats. This group is available on Charger R/T Scat Pack models.

#### Harman Kardon Audio Group

This package includes a premium Harman Kardon high-performance audio system with 19 speakers, including trunk enclosure with a 10-inch subwoofer and 900-watt amplifier. This group is available on Charger SRT 392 and SRT Hellcat models.

#### Laguna Leather Interior Package (Sepia or Black)

Includes Laguna premium leather surface upgrades on seats and door panels. This group is available on Charger SRT 392 and Charger SRT Hellcat models.

Built at Chrysler Group LLC's Brampton, Ontario, assembly plant, the 2015 Dodge Charger arrives at Dodge dealerships nationwide before the end of the year. The 2015 Dodge Charger SRT Hellcat is scheduled to start production in the first quarter of 2015.

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