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2016 Dodge Dart Delivers Cutting-edge Style, Technology, Safety Features and Up to 41 Miles Per Gallon Highway Fuel Economy at an Attractive Price

- With a string of year-over-year sales gains and an all-time sales record under its sleek beltline in 2015, new 2016 Dodge Dart designed to build on that momentum
- New Sport Appearance Hood available on Dart SXT (with Rallye or Blacktop Packages) and GT models for 2016
- Dart SE Rallye Appearance Group brings a punch of attitude to the entry-level model with 17-inch Granite Crystal aluminum wheels, black headlamp bezels, black grille surround with black crosshair and black bumper
- Popular Blacktop Package availability expanded to include Dart GT model
- An 18-inch Hyper Black wheel is now standard on the Dart GT model and a new 18-inch Gloss Black 10-spoke wheel is optional
- 2016 Dodge Dart models packed for value with features customers crave, including fuel economy ratings of up to 41 miles per gallon (mpg) on the highway, with a starting U.S. MSRP of \$16,695 (excluding \$995 destination)

August 31, 2015, Auburn Hills, Mich. - Building on the Dart sales growth in the 2015 model year, including a string of year-over-year sales gains and an all-time sales record, the 2016 Dodge Dart lineup carves out a place for compact car consumers looking for more value, style and performance.

New for the 2016 model year, the Dart offers compact car buyers a list of new options they can choose to help differentiate their Dart from the crowded compact car class. New features include an available Sport Appearance Hood on GT and SXT models with the Rallye or Blacktop Packages for a U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$495; the popular 18-inch Hyper Black wheels are now standard on the Dart GT model and a new 18-inch Gloss Black 10-spoke wheel is optional. Also new for 2016 are two new colors: TorRed and Go Mango.

In response to high demand for the popular Blacktop Package, Dodge is continuing the blacked out look for the 2016 model year on the SXT model and expanding the availability to the GT model in the first quarter of 2016. The 2016 Dodge Dart Blacktop Package includes 18-inch Gloss Black aluminum wheels, Gloss Black exterior mirrors and all-season tires.

The Dart SE Rallye Appearance Package adds attitude to the entry model, adding 17-inch Granite Crystal aluminum wheels, black headlamp bezels, a black grille surround with black crosshair and dark bumper.

Some things haven't changed. The 2016 Dodge Dart continues to deliver a distinctive style with an athletic, stylish exterior design punctuated with the signature race track LED tail lamps; a modern, sleek interior design that's well-crafted with high-quality materials and attention to detail; class-leading safety and security features, including 10 standard air bags; class-exclusive, easy-to-use technology and steering, ride and handling, and dynamics engineered for the driver who loves to drive.

The Dart is loaded with more than 60 available safety and security features, which give both 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 with dynamic grid lines, LATCH anchors, which allow a child seat to be placed in any of the three rear seat positions, and much more.

In addition, the 2016 Dodge Dart continues to offer the class-exclusive Uconnect system, which includes an available 8.4-inch touchscreen radio, the largest in the segment; Voice Command, which allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road and 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 digital gauge cluster to let the customer decide what format they want the information displayed.

The Dart's chassis is engineered to deliver steering precision and sporty handling dynamics but with the ride comfort that makes the daily commute something to look forward to. The exceptional balance of fun-to-drive dynamics, ride comfort, a quiet cabin and emergency handling characteristics 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.

For the 2016 model year, the Dodge Dart starting U.S. MSRP is \$16,695 (excluding \$995 destination).

2016 DODGE DART MODEL LINEUP

Dodge Dart SE

The 2016 Dodge Dart SE model offers features not typically found on an entry-level compact car: projector headlamps, four-wheel anti-lock disc brakes, LED tail and stop lamps and 10 standard air bags. The SE model 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 miles per gallon (mpg) city, 36 mpg highway and 29 mpg combined.

The Dart SE Rallye Appearance Package delivers a sportier appearance for the customer who wants to stand out from the crowd. The package includes 17-inch Granite Crystal aluminum wheels, black headlamp bezels, a dark grille surround with black crosshair and dark bumper.

Standard equipment on the 2016 Dodge Dart SE model includes: 2.0-liter Tigershark engine that produces 160 horsepower and 148 lb.-ft. of torque, 10 standard air bags, electric power steering, 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, black Sedoso cloth seats with mesh inserts, 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, four speakers, remote USB port, audio input jack for mobile devices, satin silver shift knob, two front cup holders, power windows with driver one-touch, solar control glass, Sentry Key theft-deterrent system, standard instrument cluster with tachometer, soft-touch dash, dual-note electric horns, outside temperature display in odometer, front courtesy map lamps, headlamp off-time delay, bi-function halogen projector head lamp, LED corner tail lamp, body-color crosshair grille with body-color surround, chrome headlamp bezels, tilt and telescopic steering column, push/push fuel door, grocery bag hooks, 16-inch steel wheels with cover, tire service kit and more.

2016 Dart SE customers can add the Convenience Group, which includes air conditioning with micron filter, speed-sensitive power door locks, remote keyless entry with panic alarm, body-color power mirrors, body-color door handles, active grille shutters, underbody aerodynamic treatment, rearview auto-dimming mirror with microphone, Uconnect Voice Command with Bluetooth, steering-wheel-mounted audio controls, speed control and remote USB port.

Dart SXT

In addition to the standard equipment of the SE, the 2016 Dodge Dart SXT adds the 2.4-liter Tigershark I-4 engine with MultiAir2 technology, delivering 184 horsepower and 174 lb.-ft. of torque mated to a standard six-speed manual

transmission or the available six-speed Powertech automatic transmission, LED racetrack tail lamps, automatic headlamps, Uconnect 200 AM/FM/CD/MP3 radio with audio input jack for mobile devices, Uconnect Voice Command with Bluetooth and rearview mirror with microphone, steering wheel with audio controls, speed control, 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 available Rallye Appearance Group adds a touring suspension, rear stabilizer bar, 17-inch Granite Crystal aluminum wheels with all-season tires, black crosshair grille with black surround, integrated dual exhaust with bright tips, projector fog lamps, leather-wrapped steering wheel with audio controls and leather-wrapped shift knob (automatic transmission), unique premium Black and Tungsten cloth seats with accent stitching and Rallye badge.

The available 2016 Blacktop Package includes 18-inch Gloss Black aluminum wheels, Gloss Black exterior mirrors and all-season tires.

Another new feature for 2015 on Dart SXT models with the Rallye or Blacktop Packages is a Sport Appearance Hood, which is available for a U.S. MSRP of just \$495.

The Sun and Sound Group includes a power express open/close sunroof, nine Alpine speakers with subwoofer, 506-watt amplifier, Uconnect 8.4 AM/FM/MP3 radio with 8.4-inch touchscreen radio, iPod control, SiriusXM Radio and ParkView rear backup camera.

The Cold Weather Group features body-color heated mirrors, heated front cloth seats and remote start (with automatic transmission).

The Uconnect Touchscreen Group includes the class-exclusive 8.4-inch Uconnect 8.4 multimedia center, class-exclusive lit floating island bezel, remote USB port, iPod control, 12-volt auxiliary power outlet and ParkView rear backup camera.

Also available is the Garmin Navigation Group, which includes a complimentary one-year subscription to SiriusXM Travel Link and 18-inch Gloss Black aluminum wheels.

Dart Aero

The 2016 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 that delivers up to 41 mpg on the highway.

In addition to the standard features available on the SE model, the 2016 Dart Aero model also includes the following standard features: unique 16-inch painted cast-aluminum wheels, bright chrome grille, LED racetrack tail lamps, 8.4-inch Uconnect touchscreen media center with lit floating island bezel, 7-inch full-color, reconfigurable digital gauge cluster display, Parkview rear backup camera, Uconnect Voice Command with Bluetooth, rearview mirror with microphone, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, speed control, automatic headlamps, tire inflator kit, "Aero" badge, single note horn and 13.2-gallon fuel tank.

Also available on the 2016 Dart Aero model is the Garmin Navigation Group, which includes Garmin navigation and SiriusXM Travel Link.

Dart Limited

The 2016 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 standard, premium features.

The 2016 Dart Limited model is powered by the 2.4-liter, 184 horsepower Tigershark four-cylinder engine mated to the Powertech six-speed automatic transmission. Standard features, in addition to the features included on the SXT

model, include premium Nappa leather seating with perforated inserts, heated front seats, heated steering wheel, 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 reconfigurable digital gauge cluster with tachometer and compass, push-button start, Uconnect 8.4N featuring an 8.4-inch touchscreen, navigation, SiriusXM Radio, SiriusXM Travel Link and ParkView rear backup camera, dual-zone automatic temperature control, remote start, touring suspension, rear stabilizer bar, ambient interior LED lighting, illuminated floating island bezel/instrument panel surround, universal garage door opener, power express open/close sunroof, body-color power heated exterior mirrors with courtesy lamps and supplemental signals, projector fog lamps, bright crosshair grille with body-color surround, chrome headlamp bezels, bright door handles and 17-inch Satin Silver aluminum wheels.

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, Rear Cross Path detection, ParkSense rear park assist system, high-intensity discharge (HID) Xenon headlamps, rain-sensitive wipers and ultrasonic intrusion alarm.

Dart GT

The sporty 2016 Dart GT models offer consumers enhanced performance and a unique style.

The Dodge Dart GT builds on the SXT and includes as standard equipment: unique frequency-sensing sport suspension and performance steering, performance gear ratios, unique engine calibration, Keyless Enter 'n Go with push-button start, 18-inch aluminum wheels, integrated dual exhaust with bright tips, black fascia with Hyper Black grille, dark-tinted automatic headlamps, projector fog lamps, power heated exterior mirrors with courtesy lamps and supplemental signals, exclusive perforated Nappa leather seats, heated front seats, heated leather-wrapped steering wheel, 10-way power driver seat, Uconnect 8.4 AM/FM/MP3 radio with 8.4-inch touchscreen display, 7-inch full-color reconfigurable digital gauge cluster display, ParkView rear backup camera, dual-zone automatic temperature control, remote start (with the available automatic transmission), tire-pressure monitoring display and SiriusXM Radio.

New for 2016, the Dart GT model will offer the optional Blacktop Package in the first quarter of 2016 for a more sinister style. The Blacktop Package includes 18-inch Gloss Black 10-spoke aluminum wheels, Gloss Black exterior mirrors and all-season tires.

In addition to the new Sport Appearance Hood, available on GT and SXT models with the Rallye or Blacktop Packages, the Dart GT model also offers as optional equipment the Technology Group, Garmin Navigation Group, the Sun and Sound Group and 18-inch Gloss Black 10-spoke aluminum wheels.

The 2016 Dodge Dart is available in the following colors: TorRed Pearl Coat, Granite Crystal Metallic Clear Coat, True Blue Pearl Coat, Laser Blue Pearl Coat, Redline 2 Pearl Coat, Bright Silver Metallic Clear Coat, Bright White Clear Coat, Pitch Black Clear Coat and Go Mango Pearl Coat.

The 2016 Dodge Dart will arrive in U.S. dealer showrooms in the third quarter of 2015 and is built in the United States at the FCA US assembly plant in Belvidere, Illinois.

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 Dodge Hornet, representing the brand's first-ever electrified performance vehicle. Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock; the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world; and the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever; and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, the Dodge brand ranked No. 1 in the J.D. Power [APEAL Study](#) (mass market), making it the only domestic

brand ever to do so three years in a row. In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power [Initial Quality Study](#) (IQS).

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