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Dodge Kicks Off Annual Woodward Dream Cruise With Debut of New 2017 Challenger T/A and Charger Daytona – Two Performance-upgraded Models Infused With Heritage Style

- Livestream replay of today's product reveal available at http://livestream.com/FCALive/DodgeMediaEvent
- New 2017 Challenger T/A and Charger Daytona models offer even more performance and heritage-inspired styling to the naturally aspirated Dodge 5.7- and 6.4-liter “392” HEMI® lineup
    - Unique SRT Hellcat- and R/T Scat Pack-inspired functional performance styling for an even more menacing appearance
    - New cold-air engine induction components unique to Challenger T/A models:
        - New SRT Hellcat-inspired driver and passenger side “Air Catcher” headlamps add even more fresh air and feature unique LED-illuminated “T/A” logos
        - New directed cold-air hood system feeds a modified SRT Hellcat air box on Challenger T/A models
    - Mopar cold-air induction system with conical air filter system included on all Challenger T/A and Charger Daytona models
    - New 2.75-inch electronically controlled active exhaust system on 5.7-liter HEMI V-8 models delivers a signature muscle-car sound
    - Wider, 20 x 9-inch and 20 x 9.5-inch wheels with high-performance Goodyear and Pirelli tires help improve handling on 5.7-liter and 6.4-liter HEMI-powered models, respectively
    - Increased stopping power with performance brake linings on 5.7-liter models, while 6.4-liter models add an ultra-high performance Brembo brake system with six-piston front and four-piston rear brake calipers
    - Unique Satin Black exterior graphics and appointments, including available hood pins on Challenger T/A, highlight Dodge brand’s cultivation of its storied performance history
    - For the driving enthusiast, performance bolstered seats and Dodge performance steering wheel with available die-cast paddle shifters are included
- All-new and limited-production Green Go, plus a revised Yellow Jacket hue add to Dodge brand’s High-Impact Paint (HIP) legacy, debuting with Challenger T/A and Charger Daytona
- Production for 2017 Challenger T/A and Charger Daytona models will begin this fall with ordering for Charger Daytona beginning in September and Challenger T/A in October

August 16, 2016, Auburn Hills, Mich. - Dodge believes the golden age of performance cars is now, making this year’s Woodward Dream Cruise the perfect time and place to reintroduce the brand’s two famed, race-bred nameplates — the new 2017 Challenger T/A and Charger Daytona, muscle cars that deliver even more performance and precision to the naturally aspirated HEMI® V-8 lineup with unique powertrain induction and exhaust enhancements, chassis upgrades for greater handling and braking, plus functional performance styling appointments inside and out.

“More than 1.5 million enthusiasts are expected to come to Woodward to celebrate classic muscle cars this week, so it’s a perfect opportunity to pay tribute to the Challenger T/A and Charger Daytona with new special editions,” said

Tim Kuniskis, Head of Passenger Cars – Dodge, SRT, Chrysler and FIAT, FCA – North America. “We’ll continue to celebrate the brand’s muscle car performance heritage later this fall.”

The new 2017 Dodge Challenger T/A and Charger Daytona models are available with the 6.4-liter “392” HEMI V-8 naturally aspirated 485-horsepower engine, or the 5.7-liter HEMI V-8 with up to 375 horsepower with the all-new electronically controlled active performance exhaust system. Production for both Challenger and Charger models will begin this fall with Charger Daytona models available for order in September, followed by Challenger T/A models this October.

Livestream Replay of 2017 Dodge Challenger T/A and Charger Daytona Reveal

New 2017 Dodge Challenger T/A models

Initially built for the Sports Car Club of America’s (SCCA) Trans Am racing series in 1970 with only 2,399 ever built, and considered one of the most sought after muscle cars of all time, the new 2017 Dodge Challenger T/A model lineup builds on this legacy with three track-capable models loaded with unique appointments and performance hardware – Challenger T/A, Challenger T/A Plus and the Challenger T/A 392.

Challenger T/A

For drivers who want to be a part of the Dodge T/A legacy, the new 2017 Challenger T/A builds on the standard content of the 375-horsepower Challenger R/T model, adding functional performance hardware, which includes the new “Air Catcher” headlamps with LED-illuminated T/A logos; NACA ducted hood now designed to feed a modified SRT Hellcat air box with Mopar conical filter, which optimizes cold air intake through these two signature fresh-air inlets; an all-new 2.75-inch electronically controlled active performance exhaust system; and 1-inch wider 20 x 9-inch Mopar lightweight forged-aluminum wheels finished in Hyper Black II.

The Super Track Pak is added for a full complement of race-bred chassis upgrades, including a 0.5-inch lowered suspension, high-performance Bilstein shock absorbers, performance brake linings, three-mode electronic stability control (ESC) calibration with “full off” and high-performance Goodyear Eagle F1 tires. The Tremec six-speed manual is standard, while the innovative TorqueFlite eight-speed automatic transmission is available and includes Sport mode with paddle shifters, plus Fuel Saver Technology with four-cylinder mode and interactive Decel Fuel Shut Off (iDFSO).

Heritage-inspired Dodge exterior appointments include a new Satin Black painted hood and Satin Black front fascia, roof and deck-lid graphic paired to the T/A bodyside stripes; new wheel center caps featuring the Dodge stripes; “Challenger” script grille badge; Satin Black fuel-filler door with heritage “FUEL” lettering and black deck-lid spoiler with Challenger T/A badge. For an even bolder throwback look to the original 1970 model, factory-installed hood pins are available, along with all-new and limited-production Green Go and Yellow Jacket High-impact Paint (HIP).

Authentic aluminum interior bezels combined with Black and Gloss Black appointments provide Challenger T/A with an athletic cockpit. Premium Black performance seats with signature Houndstooth cloth inserts give the driver and front passenger greater lateral support. The Dodge performance steering wheel features performance contouring, and for added retro style, the 1971-inspired “tic-toc-tach” gauge cluster features Bright White concave faces and Gloss Black details. Premium velour-bound floor mats with embroidered Dodge logo are also included.

The new 2017 Dodge Challenger T/A model has a starting U.S. Manufacturer’s Suggested Retail Price (MSRP) of $37,390. (All prices exclude $1,095 destination).

Challenger T/A Plus

Adding to the Challenger T/A model’s standard equipment, the new 2017 Challenger T/A Plus includes unique heated and ventilated Nappa leather performance seats in Black with Tungsten accent stitching and embroidered “T/A” logo; all-new fourth-generation Uconnect 8.4 system with Apple CarPlay and Android Auto smartphone integrations, faster startup time, enhanced processing power, vivid imagery, plus higher resolution and sharper graphics; Dodge Performance leather-wrapped steering wheel with power tilt-and-telescoping column; six premium speakers and 276-watt digital amplifier.

Expanding on the Super Track Pak’s capability, the Challenger T/A Plus adds a shortcut button to the Dodge

Performance Pages embedded in the class-exclusive and all-new Uconnect 8.4-inch touchscreen fourth-generation radio, which provides visible performance information, such as a programmable shift light indicator, reaction time, 0-60 times, G-force indicator and lap times in the 7-inch thin-film transistor (TFT) customizable cluster display. This new Uconnect system also includes Apple CarPlay and Android Auto to further smartphone integration.

The new 2017 Dodge Challenger T/A Plus model has a starting U.S. MSRP of $40,140.

Challenger T/A 392

The new Challenger T/A 392 ups-the-ante with its best-in-class 485 horsepower and 475 lb.-ft. of torque, delivering up to 113 more horsepower and a 65-lb.-ft. leap in torque compared with the 5.7-liter Challenger T/A models, representing more than a 30 percent jump in horsepower and 18 percent jump in torque. The coupe's best-in-class power enables it to turn mid 4-second 0-60 mph times and low 12-second quarter mile times.

Adding to the standard equipment found on the Dodge Challenger T/A, the new 2017 Challenger T/A 392 includes a 6.4-liter (392 cu in) HEMI V-8 engine with 485 horsepower, plus signature "T/A Air Catcher" headlamps and directed cold-air NACA duct hood system ~~s~~connected to the more powerful mill; ultra-high performance Brembo six-piston front and four-piston rear brakes with vented rotors, unique front suspension geometry, all-new 20 x 9.5-inch forged aluminum wheels finished in Low Gloss Black, P275/40ZR20 Pirelli three-season performance tires, "392" fender decals, 180-mph primary speedometer, electronically controlled active performance exhaust system and 220-amp alternator.

The new 2017 Dodge Challenger T/A 392 model has a starting U.S. MSRP of $43,995 (excluding gas-guzzler tax).

New 2017 Dodge Charger Daytona models

Created in 1969 as a 501-unit, purpose-built production run for NASCAR, the Charger Daytona set records with its distinct aerodynamic styling and legendary power. The new Charger Daytona models build on this celebrated history by adding more performance to North America's only four-door muscle sedan, as well as add to the momentum Dodge enthusiasts have generated for the limited edition 2006–2009 and 2013 models.

Charger Daytona

Delivering the most performance in the 5.7-liter Charger lineup, the new 2017 Charger Daytona builds on the Charger R/T model by improving the engine's intake and exhaust with a Mopar cold-air induction system with conical air filter; plus an all-new electronically controlled 2.75-inch active performance exhaust system with 4-inch round tips. Also included is the Super Track Pak with its performance-tuned suspension, performance brake linings, three-mode ESC calibration with "full off" and high-performance Goodyear Eagle F1 tires. For improved acceleration and speed, Charger Daytona includes a rear differential with a 2.62 axle ratio, plus performance engine and transmission calibration with a high-speed engine controller (150 mph, up from 135 mph).

For a menacing look, the new Charger Daytona includes SRT- and R/T Scat Pack-inspired front and rear performance fascias, performance side sills and a one-piece Satin Black performance spoiler. A Satin Black hood graphic with cutout "HEMI" logo highlights the aluminum hood's NACA duct, while cutout "Daytona" deck-lid to rear-quarter graphics are paired with the Satin Black roof treatment for a bold, heritage-inspired appearance. Completing the athletic styling are wider 20 x 9-inch Mopar lightweight forged-aluminum wheels finished in Hyper Black II, P245/45ZR20 Goodyear all-season performance tires (three-season tires are optional) with the new center caps that feature the Dodge stripes, plus signature "Daytona" grille badging.

The new Dodge Charger Daytona's interior is highlighted by unique Black heated and ventilated Nappa leather performance seats with horizontal Alcantara suede plowthroughs with Brazen Gold accent stitching, "Daytona" embroidered seat backs and 12-way power adjust for driver and front passenger. Use of Brazen Gold accent stitching also is added to the center console armrest, along with door panels and door panel armrests for even more detail. All-new Carbonite authentic aluminum interior bezels and Gloss Black interior accents are paired to the Dodge performance steering wheel with performance contouring provide an athletic look. Completing the high level of standard equipment are premium velour-bound floor mats with embroidered Dodge logo, bright performance pedals and "Daytona" instrument panel badge.

Additional premium content over the Charger R/T model includes driver's seat memory and steering column with memory, bi-function high-intensity discharge (HID) projector headlamps, LED ambient cabin lighting, ParkSense rear

park assist system and vehicle security alarm.

The new 2017 Dodge Charger Daytona model has a starting U.S. MSRP of $39,890.

Charger Daytona 392

With a best-in-class 485 horsepower and 475 lb.-ft. of torque from its 6.4-liter HEMI powertrain, new air box with directed cold-air induction and Mopar conical air filter, plus a 3.09 final drive with 230mm limited-slip rear axle, the new 2017 Dodge Charger Daytona 392 delivers 0-60 mph performance in the mid 4-second range, plus quarter-mile times in the low 12-second range.

In addition to its track-proven HEMI V-8 powertrain, the Charger Daytona 392 builds on the 5.7-liter model's standard content with ultra-high performance Brembo six-piston front and four-piston rear brakes with vented rotors, Mopar conical cold-air intake filter, wider 20 x 9.5-inch forged aluminum wheels finished in Low Gloss Black, P275/40ZR20 Pirelli all-season performance tires (three-season tires are optional), "392" fender decals, 180-mph primary speedometer, electronically controlled active performance exhaust system and 220-amp alternator.

The new 2017 Dodge Charger Daytona 392 model has a starting U.S. MSRP of $44,995.

High-impact Paint (HIP) legacy continues

Adding even more excitement to the new 2017 Challenger T/A and Charger Daytona models, all-new and limited-production Green Go, plus a revised Yellow Jacket hue, build on Dodge brand's HIP legacy. Go Mango and TorRed hues from the exclusive HIP collection are also offered. Also joining the paint lineup for 2017 are Destroyer Gray and Octane Red shades, while White Knuckle, Redline Red, Pitch Black, Granite, Billet, Contusion Blue and Maximum Steel are also available.

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 in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with 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.

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