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Dodge//SRT Amplifies Charger's Aggressive, Functional Design With New Stripe Options

- New Red, Blue and Silver dual-center stripes on Charger SRT Hellcat offer custom look from the factory
- Dual carbon stripes are available for order on Charger R/T Scat Pack and R/T for the first time
- Charger SRT Hellcat and R/T Scat Pack feature standard performance upgrades for the 2019 model year, including Launch Assist and Line Lock; a new performance grille with dual air inlets; new Launch Control switch on R/T Scat Pack; and Torque Reserve, After-Run Chiller on SRT Hellcat
- Dodge Charger continues its run as the sales leader in the large-car segment for five years running

October 26, 2018, Auburn Hills, Mich. - The Dodge Charger SRT Hellcat, the quickest, fastest and most powerful sedan in the world, looks even more menacing for 2019 as Dodge//SRT adds three new stripe options, giving performance enthusiasts even more custom options straight from the factory.

"The Dodge Charger continues its run as the sales leader in the large car segment for the fifth year in a row," said Steve Beahm, Head of Passenger Cars, Dodge//SRT, Chrysler and FIAT, and Service and Parts (Mopar), FCA – North America. "And as the aftermarket customization business continues to balloon, these new stripe options give Charger buyers the opportunity to make what is already the only four-door muscle car in the market even more unique, and to do it straight from the factory."

The dual-center, full-length, exterior stripe design covers the front and rear fascias, roof, deck lid and is tailored around the signature NACA duct-hood vent to emphasize the Charger model's aggressive yet functional design.

"Exterior stripes, especially when they are a contrasting color, amplify the shape of the hood and highlight how big the air-intake is, all of which combine to truly accentuate the shape of the Charger," said Mark Trostle – Head of Performance, Passenger and Utility Vehicle Exterior Design, FCA US LLC. "Our customers love the ability to make their cars unique and with five different stripe colors and an awesome color palette of thirteen colors, they can truly make their Charger their own."

First introduced in 2016 and 2018, respectively, Dual Carbon and Dual Gunmetal Gray stripes can still be ordered on Dodge Charger SRT Hellcat models. New for 2019, Charger SRT Hellcat buyers can order any of the five available stripe options:

- Dual Red (NEW)
- Dual Blue (NEW)
- Dual Silver (NEW)
- Dual Gunmetal Gray
- Dual Carbon

For the first time ever, dual carbon stripes are available on Charger R/T Scat Pack and R/T.

All stripe packages are currently available for dealer order and are a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$995.

Dodge Charger

From the quickest, fastest and most powerful sedan in the world to V-6 efficiency and all-wheel-drive (AWD) capability, the Dodge Charger lineup is designed and engineered to provide the ultimate in high-performance comfort and road-ready confidence as America's only four-door muscle car. Dodge Charger's rear-wheel-drive (RWD) architecture enables a model lineup highlighted by extensive performance-driven powertrains with the latest

technology under the hood and behind the wheel – further building on the Dodge brand’s promise to deliver American performance machines with world-class power, efficiency, technology, authentic materials and standout styling.

Standard on every Dodge Charger model is the innovative TorqueFlite eight-speed automatic transmission. Charger offers a full range of powerful engine options on six distinct models, including the award-winning 3.6-liter Pentastar V-6 on Charger SXT, SXT AWD and GT, the legendary 5.7-liter HEMI® V-8 on R/T models, the naturally aspirated 392 HEMI V-8 on R/T Scat Pack models and the 707-horsepower 6.2-liter supercharged HEMI SRT Hellcat V-8.

For 2019, Dodge repositions the lineup to include a new Charger SXT AWD model and a new Charger GT RWD performance V-6 model. Charger GT and R/T models get the performance look and features standard and receive a full complement of race-bred chassis upgrades. Charger SRT Hellcat and R/T Scat Pack feature standard performance upgrades, including Launch Assist and Line Lock; a new performance grille with dual air inlets; new Launch Control switch on R/T Scat Pack; and Torque Reserve, After-Run Chiller on SRT Hellcat.

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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