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## **Dodge Brand Wins a Kelley Blue Book Brand Image Award for the Second Consecutive Year**

*Dodge Wins Best Car Styling Brand for the Second Year in a Row Among Non-luxury Automakers*

- Award categories are calculated among luxury, non-luxury and truck shoppers and are based on annual new-car buyer perception data
- The top purchase reasons for Dodge vehicles are overall exterior styling, being 'fun to drive' and overall power and acceleration
- Dodge had its best six-month sales in muscle car history in the last half of 2019 with record combined Charger and Challenger sales of 84,216 vehicles

April 8, 2020, Auburn Hills, Mich. - Dodge muscle cars are known for their aggressive, menacing looks and Kelley Blue Book is recognizing FCA's performance brand in its 2020 Brand Image Awards, naming Dodge the Best Car Styling Brand for the second consecutive year. Award categories are calculated among luxury, non-luxury and truck shoppers and are based on annual new-car buyer perception data.

"Dodge's muscle car design and attitude prove to be attractive to the consumer eye," said Isabelle Helms, vice president of research and market intelligence for Cox Automotive. "Staying true to its brand, Dodge continues to offer its iconic muscle car experience and new-car shoppers agree that it tops the competition in exterior styling."

Indeed, the top purchase reasons for Dodge vehicles are overall exterior styling, being 'fun to drive' and overall power and acceleration, according to MaritzCX, "New Vehicle Customer Study: October 2018 - September 2019."

Dodge delivers the industry's most powerful and capable muscle car lineup for 2020, literally expanding its high-performance [Charger models](#), adding a Widebody Package to America's only four-door muscle car. The Widebody Package, standard on Charger SRT Hellcat and available on Charger Scat Pack, includes new integrated fender flares that add 3.5 inches of body width, creating an even more aggressive, planted stance.

Dodge is also celebrating the golden anniversary of its [iconic Challenger](#) with the new limited-production [50th Anniversary Edition](#) with a new exterior paint color, body-color shaker hood on HEMI® V-8 models, unique badging and heritage style available on four models. The Dodge Challenger remains the most powerful and fastest muscle car with the "Demon-possessed" 797-horsepower SRT Hellcat Redeye. The Widebody Package is also available on Challenger R/T Scat Pack, SRT Hellcat and SRT Hellcat Redeye models.

The [2020 Dodge Durango SRT](#) is the fastest, most powerful and most capable American three-row SUV, powered by the proven 392-cubic-inch HEMI V-8, to deliver 475 horsepower and 470 lb.-ft. of torque, allowing it to go from 0-60 miles per hour (mph) in 4.4 seconds and covering the quarter-mile in 12.9 seconds as certified by the National Hot Rod Association (NHRA), all while outhauling every three-row full-size SUV on the road with a best-in-class towing capability of 8,700 pounds. The Durango SRT performance look is available with all powertrains. The performance front fascia with functional SRT hood, including center air inlet duct flanked by heat extractors, is available on Durango GT models powered by the 3.6-liter V-6 and standard on Durango R/T models powered by the 5.7-liter HEMI V-8.

In addition, Dodge continues to offer customization straight from the factory with unique appearance packages, a variety of different color stripes and wheel finishes, all-original badges, including a Hellcat Redeye with a red eye, distinctive Dodge heritage colors, including new for 2020 Sinamon Stick, Frostbite and Hellraisin on Charger and Challenger models, all of which make Dodge vehicles unique and stand out on the road.

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### **Kelley Blue Book Brand Image Awards**

The Kelley Blue Book Brand Image Awards recognize automakers' outstanding achievements in creating and maintaining brand attributes that capture the attention and enthusiasm of the new-vehicle buying public.

The 2020 Brand Image Awards are based on consumer automotive perception data from Kelley Blue Book's Brand Watch study. Brand Watch is an online brand and model perception tracking study tapping into 12,000+ in-market new-vehicle shoppers annually on Kelley Blue Book's KBB.com. The highly comprehensive study offers insight into how shoppers perceive important factors driving their purchase decisions, and captures brand/model familiarity and loyalty among new-car shoppers.

### **Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

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### **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.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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