Contact: Claire Carroll

David Elshoff

Dodge Extends Gold Rush Paint Color to Performance Charger Models

- Gold Rush is now available on Dodge Charger R/T, Scat Pack, Scat Pack Widebody, SRT Hellcat and SRT Hellcat Redeye models
- Commemorating its 'golden anniversary,' Gold Rush was first introduced on the 2020 Dodge Challenger 50th Anniversary Limited Edition
- Charger is coming off a record 2020, having its best Scat Pack year ever and leading its segment for the eighth year in a row
- Dealers can begin ordering Gold Rush on 2021 Dodge Charger models this spring

March 16, 2021, Auburn Hills, Mich. - Dodge//SRT is delivering a pot o' gold to its muscle car enthusiasts just in time for St. Patrick's Day in the form of Gold Rush – now available on select Charger models.

The golden exterior color, first introduced on the Challenger 50th Anniversary Limited Edition, is now available on the Charger R/T, Scat Pack, Scat Pack Widebody, SRT Hellcat and SRT Hellcat Redeye models. All models must be equipped with the Satin Black hand-painted hood, roof and decklid. Gold Rush continues to be an option on 2021 Challenger T/A, T/A 392, SRT Hellcat and SRT Hellcat Redeye models

"The customer response to the Dodge Challenger Gold Rush exceeded our expectations," said Tim Kuniskis, Dodge Brand Chief Executive Officer – Stellantis. "We're sticking to that successful Dodge formula of proliferating our most popular options across the lineup and giving Charger customers, who want the Gold Rush color, the option to have it on their four-door muscle car."

Gold Rush joins the Dodge palette of heritage-inspired paint colors, such as Frostbite, Hellraisin, Sinamon Stick, TorRed, F8 Green and Go Mango, on the 2021 Dodge Charger.

Gold Rush joins the list of new options for Charger in 2021, which include:

- The "Demon-possessed" Charger SRT Hellcat Redeye, the most powerful and fastest mass-produced sedan in the world with 797-horsepower, 707 lb.-ft. of torque and a top speed of 203 miles per hour (mph)
- Standard 20-inch wheels on Charger GT AWD, available on SXT AWD
- SRT branding on high-performance Brembo brakes on Charger SRT Hellcat and SRT Hellcat Redeye, available on Scat Pack

Charger is coming off a record 2020, having its best Scat Pack year ever and leading its segment for the eighth year in a row. Dealers can begin ordering Gold Rush on 2021 Dodge Charger models this spring.

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.

Follow Dodge//SRT and company news and video on:
Company blog: http://blog.stellantisnorthamerica.com
Media website: http://media.stellantisnorthamerica.com
Dodge brand: www.dodge.com
Direct Connection: www.DCPerformance.com
DodgeGarage: www.dodgegarage.com
Facebook: www.facebook.com/dodge
Instagram: www.instagram.com/dodgeofficial
Twitter: www.twitter.com/dodge and @StellantisNA
YouTube: www.youtube.com/dodge,https://www.youtube.com/StellantisNA

-###-
Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com