

Contact: Daniela Ferro
LouAnn Gosselin

Canada: Dodge Extends Gold Rush Paint Colour to Performance Charger Models

- Gold Rush is now available on Dodge Charger R/T, Scat Pack 392, Scat Pack 392 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 led its segment in sales in 2020, and continues to deliver the ultimate in high-performance, comfort and road-ready confidence as the world's only four-door muscle car
- Dealers can begin ordering Gold Rush on 2021 Dodge Charger models this spring

March 16, 2021, Windsor, Ontario - 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 colour, first introduced on the Challenger 50th Anniversary Limited Edition, is now available on the Charger R/T, Scat Pack 392, Scat Pack 392 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 R/T, Scat Pack 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 colour, the option to have it on their four-door muscle car."

Gold Rush joins the Dodge palette of heritage-inspired paint colours, 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 326 kilometres per hour (km/h) (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 392

Charger continues to be a top-selling nameplate in its segment, leading in total sales for the 2020 calendar year. 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 muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

2021 marks the year that Dodge is distilled into a pure performance brand, offering Hellcat-powered, 700-plus-horsepower SRT versions of every model across the lineup. For the 2021 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the new 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the new 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever. Combined, these three muscle cars make Dodge the industry's

most powerful brand, offering more horsepower than any other North American brand across its entire lineup.

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). The Dodge brand also ranked No. 1 in the J.D. Power APEAL Study (mass market). These results are historic because it marks the first time a domestic brand has earned top spots in both J.D. Power studies in the same year.

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.

Stellantis North America

Stellantis (NYSE: STLA) is one of the world's leading automakers, aiming to provide clean, safe and affordable freedom of mobility for all. In North America, it's best known for producing and selling vehicles in a portfolio of iconic, innovative and award-winning brands, including Jeep®, Chrysler, Dodge//SRT, Ram, Alfa Romeo and Fiat. Stellantis is executing its [Dare Forward 2030](#), a bold strategic plan that paves the way to achieve the ambitious target of becoming a carbon net zero mobility tech company by 2038, while creating added value for all stakeholders.

Follow company news and video on:

Company blog: <http://blog.stellantisnorthamerica.com>

Media website: <http://media.stellantisnorthamerica.com>

Company website: www.stellantis.com

LinkedIn: <https://www.linkedin.com/company/Stellantis>

Facebook: <https://www.facebook.com/StellantisNA>

Instagram: <https://www.instagram.com/stellantisna>

Twitter: [@StellantisNA](https://twitter.com/StellantisNA)

YouTube: <http://youtube.com/StellantisNA>

-###-

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