

## **All-New 2009 Dodge Challenger Blends Vintage Flair with Modern Styling**

- Design unifies Challenger heritage with modern, unmistakable Dodge cues
- Best-in-class rear head (37.4 inches) and leg (32.6 inches) room provide a comfortable back seat with seating for three passengers
- Best-in-class trunk space (16.2 cu. ft.) equal to the Dodge Charger
- Modern amenities complement retro interior styling

March 18, 2008, New York - The all-new, five-passenger 2009 Dodge Challenger features modern styling with elements of vintage flair inspired by the original Challenger.

"Our designers created a modern interpretation of the Dodge Challenger that captures the emotion and excitement elicited by the original while staying true to our recent Challenger concept," said Trevor Creed, Senior Vice President – Design, Chrysler LLC. "The result is a modern-day muscle machine with styling cues inspired by the original Challenger."

Design elements from the original vehicle and the Dodge Challenger concept, which was unveiled at the 2006 North American International Auto Show in Detroit, are a constant theme throughout the vehicle. The all-new 2009 Dodge Challenger is available in three models: Challenger SE, Challenger R/T and Challenger SRT8®.

The all-new 2009 Dodge Challenger features performance styling cues that are unmistakably Dodge. Proportions evoke a bold, instantly recognizable vehicle with a wide, stable stance. The long, raised performance hood with scoops and recessed grille with round dual headlamps are reminiscent of the original Dodge Challenger. The front-end appearance also incorporates functional design features including a fascia that directs air around the front of the vehicle in order to improve aerodynamics.

The bold A-line, or character line, runs from stem to stern and jumps over the rear wheel as on the original Challenger which gives it an instantly recognizable muscle-car profile. Door-mounted side mirrors — developed from an original Dodge Challenger mirror mold — are remarkably similar to the 1970's model, but offer significantly better aerodynamic performance.

"We drew upon recognizable details from our original Dodge Challenger and incorporated them into the 2009 model," said Jeff Gale, Lead Designer – Dodge Challenger Exterior Design. "One of the most identifiable design elements from the original Challenger that you'll see on the all-new 2009 Dodge Challenger is the cast metal fuel door on the driver's side of our R/T and SRT8 models. Stamped with the word 'FUEL' in the same font used 35 years ago, it is a tribute to the original."

The crease along the C-pillar and around the rear glass is true to the Dodge Challenger concept car. The modified three-piece taillamp design provides a trunk-lift line low enough to meet real-world needs for loading larger items into the vehicle's trunk. Dual chromed rectangular exhaust tips on the R/T and SRT8 models complete the muscle-car look from the rear. Working with the rest of the exhaust system, they minimize back pressure while optimizing sound quality.

The all-new 2009 Dodge Challenger will be offered in nine vibrant colors including Brilliant Black, Bright Silver, TorRed, Inferno Red, Deep Water Blue, Titanium, Stone White, HEMI® Orange (R/T only) and B5 Blue (late availability SRT8 and R/T only). Black hood stripes come standard on the Dodge Challenger SRT8. The Dodge Challenger R/T features an optional hood-to-fender side stripe.

The bold exterior look on the all-new 2009 Dodge Challenger continues on the inside of the vehicle. The driver-oriented cockpit is reminiscent of the original Dodge Challenger with a four-bomb cluster trimmed in chrome and a

center stack that angles toward the driver. Trapezoidal themes of the door-panel cove and gauge cluster and the slanted shifter console are inspired by the original Dodge Challenger. The "pistol-grip" shifter featured with the all-new 2009 Dodge Challenger's available six-speed manual transmission pays homage to the original, and is ergonomically designed to fit the hand more comfortably.

The interior also features an all-dark headliner, instrument panel, doors, carpeting and seating similar to the original and conveys a sinister, business-like attitude.

"We wanted to recapture the emotion evoked from our 1970's Dodge Challenger and our recent Challenger concept," said Brian Nielander, Manager – Dodge Challenger Exterior and Interior Design. "Our all-new Dodge Challenger delivers a modern package that meets the needs of today's consumer and the expectations of muscle-car enthusiasts of all ages."

The center console armrest moves forward to provide flexibility for comfort, easy cup-holder use and shifting ergonomics. With a 231-cubic-inch storage bin, 12-volt power outlet and coin holder, it also provides modern-day conveniences for storing CDs and charging cell phones.

Front bucket seats feature aggressive bolsters consistent with the performance capabilities of the car. Challenger SE and Challenger R/T models include one style of the performance theme while the SRT8 model features more aggressive bolsters. Dark Slate Gray leather seats with SRT-exclusive trim are standard on the Dodge Challenger SRT8. Dark Slate Gray cloth seats are standard on the Dodge Challenger R/T and SE.

The 2009 Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head (37.4 inches) and leg (32.6 inches) room compared to the competition. The front-passenger seat features the new "EZ" entry with high-mounted seat-back lever for easy, one-handed operation, enabling second-row passengers to enter and exit with ease. Courtesy lights located behind the driver and passenger seats illuminate the second row when the door is open. The second row of the all-new 2009 Dodge Challenger provides seat belts for three passengers and a standard fold-down center armrest. Rear seats also feature 60/40 fold-down capability. Best-in-class trunk cargo space (16.2 cu. ft.) is equal to the Dodge Charger and increases the flexibility of this modern interpretation of the Challenger.

An AM/FM stereo with CD radio and MP3 capability is standard on all 2009 Dodge Challenger models. The Dodge Challenger also offers other modern amenities including Remote Start, remote keyless entry, heated front seats and steering wheel-mounted audio controls.

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