

2013 Dodge Avenger OVERVIEW

Chrysler Canada: Dodge Avenger is the Most Affordable Mid-size Sedan in Canada

- Canada's most affordable mid-size sedan
- Lowest priced mid-size sedan with a V6. The 3.6-litre Pentastar™ VVT V6 engine was named one of *Ward's* '10 Best Engines' in 2012, and produces 283 horsepower
- Named an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick" in 2012

The Dodge Avenger provides customers a sculpted, smooth exterior design, a world-class interior and up to 6.4 litres per 100 kilometres (44 miles per gallon) (L/100 km (mpg)) highway fuel economy, all at an excellent value. With a powertrain lineup that includes the award-winning 3.6-litre Pentastar™ VVT V6 engine, sporty, refined driving dynamics and useful, intuitive technology like available Uconnect™ hands-free communication with Bluetooth® streaming audio and a 6.5-inch touch-screen radio, the Dodge Avenger is a vehicle packed with value and a style that is all its own.

Dodge Avenger is engineered for safety with standard advanced multistage driver and front passenger air bags, front-seat side air bags, supplemental side curtain air bags, Electronic Stability Control (ESC) with Electronic Traction Control, four-wheel disc antilock brakes, reactive front head restraints and the LATCH child seat anchor system.

Dodge Avenger offers four models packed with a surprising amount of standard content from which to choose: Canada Value Package (SE), SXT, SXT Plus and R/T.

2013 Dodge Avenger Canada Value Package (SE)

The Dodge Avenger Canada Value Package (SE) – Canada's most affordable mid-size sedan, offers a tremendous level of standard equipment, including a 2.4-litre 173 horsepower four-cylinder engine mated to a four-speed automatic transmission, a premium interior with soft-touch surfaces, Electronic Stability Control, four-wheel disc antilock brakes, Electronic Traction Control, advanced multistage driver and front passenger air bags, side-curtain air bags, front-seat side air bags, reactive front head restraints, acoustic laminated front windshield and front-row side glass, power windows, power locks, power mirrors, air conditioning, remote keyless entry, cruise control, a 60/40 split folding rear seat, 17-inch wheels, leather-wrapped shift knob, LED taillamps, fold flat front passenger seat and a 5-year/100,000-kilometre powertrain limited warranty.

2013 Dodge Avenger SXT

The Dodge Avenger SXT model provides the standard equipment found on the SE model and adds 18-inch aluminum wheels, premium fog lamps, new available red cloth seating, eight-way power driver's seat, leather-wrapped steering wheel, six speakers, automatic temperature control, body-colour heated exterior mirrors, SiriusXM™ Satellite radio with one-year subscription, Electronic Vehicle Information Centre (EVIC) and much more.

2013 Dodge Avenger SXT Plus

The 2013 Dodge Avenger SXT Plus adds the 3.6-litre Pentastar VVT V6 engine that provides 283 horsepower, a six-speed automatic transmission with Auto/Stick™, dual exhaust with bright tips, leather-faced seats, remote start, Uconnect hands-free communication with Bluetooth streaming audio, automatic headlamps and more.

2013 Dodge Avenger R/T

The Dodge Avenger R/T model is the perfect sedan for the customer who wants an enthusiastic driving experience at a great value. With a stiffened suspension, 283 horsepower engine, centre-mounted tachometer and performance-inspired interior and exterior design cues, the 2013 Dodge Avenger R/T ups the driving fun factor.

Dodge engineers tuned the Avenger's suspension specifically to the R/T model. They increased roll stiffness by 18 per cent and spring rates by 17 per cent in the front and more than 12 per cent in the rear. Front strut damping rates are increased 15 per cent, rear strut damping rates are increased almost 20 per cent and the rear stabilizer bar diameter is 2 mm larger, increased from 19 mm to 21 mm. The suspension changes result in a spirited, performance sedan driving experience.

Unique exterior design elements of the Dodge Avenger R/T include a unique body-colour grille, black headlamp surround, R/T hood to fender stripes on the front quarter panel and unique 18-inch aluminum wheels. The performance elements carry through to the rear of the vehicle with a spoiler and the "R/T" badge.

The interior of the Dodge Avenger R/T provides a choice of distinctive all-black interior with red accent stitching or Z-stripe cloth seats with leather-faced bolsters and red accent stitching that holds the driver and passengers firmly in their seats when the Avenger is put to the test. The heated front seats sport an "R/T" graphic stitched in red on the front headrests. The unique interior of the Avenger R/T features a unique gauge cluster with a centre-mounted tachometer with the "R/T" graphic and SRT-inspired brake and accelerator pedal pads. The steering wheel is wrapped in perforated leather with red accent stitching. Red ambient accent lighting in the interior cabin is unique to the R/T model. A 276-watt

Boston Acoustic® sound system compliments the standard touch-screen entertainment centre with a hard drive that offers 28 GB of available storage.

The Dodge Avenger is available in eight exterior colours: Billet Metallic, Pitch Black, Redline Pearl, Bright White, Tungsten Metallic, Blue Streak Pearl, Crystal Blue Pearl and True Blue Pearl (late availability).

The Dodge Avenger arrives in Canadian dealer showrooms in September 2012.

Manufacturing

The Dodge Avenger is built at the Sterling Heights Assembly Plant in Sterling Heights, Michigan, U.S.A.

About Dodge

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart joining the line-up alongside Canada's best-selling crossover, Dodge Journey; the iconic, made-in-Canada Dodge Challenger and all-new Dodge Charger paired with the ZF eight-speed transmission; the new Dodge Durango; Dodge Avenger and the country's number-one selling minivan, Dodge Grand Caravan - the Dodge brand now has one of the youngest dealer showrooms in North America.

For more information about Dodge vehicles, please visit www.dodge.ca.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 87th anniversary in 2012. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler, Jeep®, Dodge, Ram Truck, SRT®, FIAT® and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in



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1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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