

2013 Dodge Challenger OVERVIEW

Chrysler Canada: 2013 Dodge Challenger Delivers Iconic Muscle with World-class Performance, Handling, Style and Value

- Classic muscle car styling with 21st century technology
- Powerful and efficient powertrain lineup featuring the award winning 3.6-litre Pentastar™ V6 engine with 305 horsepower, 268 lb.-ft. torque and up to 7.3 L/100 km (39 mpg) highway and the legendary HEMI® V8 with 376 horsepower and 410 lb.-ft. torque
- Five passenger seating with more interior room than Mustang and Camaro
- Rallye Redline turns up the heat with classic muscle car appearance, unique 20-inch Black Chrome wheels with Radar Red accent and Red centre stripe, 3.06 axle ratio, performance suspension and brakes coupled with a powerfully efficient 305 hp 3.6-litre V6
- More than 45 safety and security features including the addition of Park-Sense® Rear Park Assist System now standard on SXT Plus, R/T and R/T Classic and available on SXT models
- Available Radar Red leather-faced seating on SXT Plus, R/T and R/T Classic
- Countless customization options including side stripes, hood stripes, fender stripes, nostalgic paint colours and numerous wheel choices

The Dodge Challenger delivers exactly what muscle car enthusiasts want — a powerful and efficient engine lineup, iconic muscle-car design and performance suspension designed for maximum grip — all executed with quality and precision.

Red-hot cues: Dodge Challenger Rallye Redline turns up the heat

For the 2013 model-year, the new Challenger Rallye Redline model adds even more ‘bad boy’ attitude and head-turning style to the brand’s iconic coupe.

Flanking the centre of the Dodge Challenger Rallye Redline’s performance hood scoops, roof and deck lid, is its signature Redline Red stripe with two thin side stripes for added detail. A body-colour deck-lid spoiler adds to the performance look, while continuing the Redline Red triple stripe pattern at the centre.

Filling the wheel wells, the Dodge Challenger Rallye Redline features new 20-inch black chrome wheels with a Redline Red lip and inner backbone for a one-of-a-kind look. In addition, P245/45R20 performance tires provide greater contact with the road and a lower sidewall profile for improved steering precision and at-the-limit handling.

Dodge Challenger Rallye Redline's seating for five is wrapped in premium Nappa leather in Dark Slate Grey or Radar Red, and includes heated front performance seats.

The Dodge Challenger Rallye Redline combines world-class ride and refinement with its 305 horsepower aluminum 3.6-litre Pentastar™ VVT V6 engine and track-tuned performance suspension to deliver a thrilling driving experience. And to deliver improved all around acceleration, the Dodge Challenger Rallye Redline features a more responsive 3.06:1 rear-axle ratio and die-cast zinc steering-wheel mounted paddle shifters.

Award-winning powertrain lineup

The Dodge Challenger SXT and Challenger SXT Plus feature the award-winning, lightweight, aluminum 3.6-litre Pentastar VVT V6 engine with 305 horsepower, responsive 268 lb.-ft. of torque and up to 7.3 L/100 km (39 mpg) highway. With the legendary 5.7-litre HEMI® VVT V8 engine under their hoods, the 2013 Challenger R/T and R/T Classic models deliver up to 376 horsepower, 410 lb.-ft. of torque and up to 8.0 L/100 km (35 mpg) highway.

Available on Dodge Challenger SXT Plus and standard on R/T Rallye and R/T Classic with five-speed Auto/Stick™ transmission are die-cast zinc steering-wheel mounted paddle shifters that enable a spirited driving experience. Race-inspired with precision feel, Challenger's paddle shifters are ergonomically located behind the sporty thick-rimmed three-spoke Dodge steering wheel for maximum control.

Dodge Challenger's rear-wheel-drive architecture delivers world-class ride and handling with its three available suspension tunings and high-performing wheel and tire combinations:

- Sport-tuned – standard on Dodge Challenger SXT and SXT Plus
 - 18-inch aluminum wheels with P235/55R18 tires
 - Touring Brake Package
- Performance-tuned – standard on Dodge Challenger R/T, available on Challenger SXT Plus with Super Sport Group
 - 20-inch chrome clad aluminum wheels with P245/45R20 performance tires (standard on Challenger R/T, available on SXT Plus with Super Sport Group)

- 20-inch aluminum wheels with P245/45R20 performance tires (standard on R/T Classic)
- Performance Brake Package
- Super Track Pak: available on the Dodge Challenger R/T
 - P245/45ZR20 Goodyear Eagle F1 Three-season performance tires
 - High-performance monotube shock absorbers and springs
 - Performance brake package with high-performance brake linings
 - Three-mode Electronic Stability Control (ESC) with “ESC-off” mode
 - Sport suspension

Improved Garmin navigation on Uconnect™ 430N

New for 2013, the Uconnect 430N navigation system incorporates new colours and themes that are unique to the Dodge brand. Improvements also include cleaner and crisper graphics and improved guidance accuracy to help route drivers around traffic, while announcing when the vehicle has reached the desired destination.

The innovative Uconnect 430, 430N and 730N radios integrate a 6.5-inch touchscreen display and 40-gigabyte hard drive (with 20 to 28-GB of storage, depending on model). Uconnect radios offer two navigation options, including: segment-leading Garmin® navigation guidance and mapping (Uconnect 430N), or enhanced GPS Navigation (Uconnect 730N). In addition, Uconnect radios let Dodge Challenger passengers create a personalized in-vehicle media experience with its available USB port with iPod® control, auxiliary input jack for MP3 player input, DVD playback (in Park) and SiriusXM™ Satellite radio including one-year subscription.

The 2013 Dodge Challenger also features a 900-watt 18-speaker premium surround-sound system from Harman Kardon. The system offers world premiere innovations, including a 32-volt Tracking Power Supply (TPS) 12-channel Class D amplifier that delivers outstanding acoustics and brings multi-dimensional, quality sound for all interior occupants. The system uses GreenEdge® speaker and amplifier technology to offer superior sound quality and high sound pressure level outputs with minimum energy consumption. GreenEdge amplifiers alone outperform traditional amplifier efficiency by up to 55 per cent, representing a net efficiency of more than 90 per cent in some cases. The speakers are tuned for maximum efficiency and are perfectly matched to the amplifier output.

Cruising for up to five adults

To make long cruises more comfortable, the 2013 Dodge Challenger features highly cushioned and comfortably contoured seating, while maintaining large bolsters to hold passengers in place during performance driving.

To make it easy for up to three passengers to get in and out of the backseat, the driver's seat features seatback tilt- with memory and an easy-to-reach release handle, while the front-passenger seat includes tilt-and-slide with memory.

Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head room of 950 mm (37.4 inches) and legroom of 828 mm (32.6 inches) compared with its competition. With class-exclusive seating for five, coupled with best-in-class cargo space of 458 litres (16.2 cu. ft.), the Dodge Challenger is the segment's best day-to-day pony-car choice, offering maximum comfort and functionality, to go with its legendary iconic styling and performance.

More than 45 safety and security features

The 2013 Dodge Challenger features more than 45 safety and security features, including standard ESC, Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance both on and off the track. In addition, standard front-row reactive head restraints, standard supplemental side-curtain air bags, supplemental driver's knee blocker air bag and standard supplemental front seat side air bags offer enhanced occupant protection to passengers in the event of a collision.

Manufacturing

The Dodge Challenger is built at the Brampton Assembly Plant in Ontario.

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 Dodge Charger paired with the ZF eight-speed transmission; the 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 on 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 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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