

## 2013 Dodge Charger OVERVIEW

### Chrysler Canada: State-of-the-art Technology Powers Award-Winning 2013 Dodge Charger Lineup

- Iconic styling, astonishing power and efficiency, and a world-class interior all at an exceptional value
- Best-in-Class fuel economy: the 3.6-litre Pentastar™ V6 and class exclusive eight-speed automatic transmission deliver up to 6.4 L/100 km (44 mpg) highway fuel economy
- The 5.7L V8 HEMI® provides Best-in-Class combination of power and efficiency with 370 hp, 395 lb.-ft. of torque and up to 35 mpg highway fuel economy
- Eight-speed automatic transmission available on Charger models equipped with rear-wheel drive and the segment's most advanced all-wheel drive (AWD) system with active transfer case and front axle disconnect
- Numerous performance and technology features including performance seats, steering wheel mounted paddle shifters, "Sport" shift mode, and colour Electronic Vehicle Information Centre (EVIC)
- Well-crafted and spacious interior
- Safe and connected, featuring more than 65 safety and security features
- Improved navigation: award-winning Uconnect™ 8.4N with easy-to-use Garmin navigation now features enhanced 3-D map and route guidance graphics
- New Pitch Black painted roof option for a bolder look

The 2013 Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interiors, best-in-class fuel efficiency and world-class handling and performance.

Introduced in 2012, the state-of-the-art ZF eight-speed transmission is available on 2013 Dodge Charger models equipped with the award-winning 3.6-litre Pentastar VVT V6 engine, delivering 292 horsepower. Available in both rear-wheel and all-wheel drive, the Dodge Charger with eight-speed automatic offers outstanding performance and fuel-efficiency.

**Segment-first eight-speed automatic transmission**

Once limited to premium import vehicles costing twice as much, the segment-exclusive ZF eight-speed automatic transmission expands the world-class power and fuel-efficiency of the 2013 Dodge Charger SE (optional), SXT and SXT Plus. The addition of three more gear ratios in the transmission design helps to reduce the gaps normally associated with upshifting and downshifting. Combined with the 292 horsepower from the 3.6-litre Pentastar VVT V6 engine, the result is quicker acceleration and seamless shifts.

Quick shifts are possible on the 2013 Dodge Charger as a result of a “Sport” shift mode that requires simple driver input. When the driver chooses to let the transmission shift in Sport mode, gear changes are quicker and revs are held higher for additional performance oriented acceleration and higher shift dynamics. For even more control, Dodge Charger models equipped with the Rallye Appearance Group, Blacktop Package, Dodge Charger R/T Road & Track and SRT8 models, include a pair of die-cast steering-wheel mounted paddle shifters with gear selection made visible through a full-colour Electronic Vehicle Information Centre (EVIC) centred in the Dodge Charger’s instrument cluster.

Delivering improved fuel economy compared with the previous generation six-cylinder Dodge Charger All-wheel-Drive (AWD), the 2013 Dodge Charger SXT and SXT Plus AWD models combine an eight-speed automatic transmission, fuel-efficient 3.6-litre Pentastar V6 engine and the segment’s most advanced AWD system for maximum all-weather traction and efficiency. Dodge Charger’s AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy by up to 5 per cent. No other major automotive manufacturer offers the combination of these two independent technologies. Dodge Charger’s innovative AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

**The segment’s most advanced AWD system**

From winding through twisty stretches of coastal road, to escaping to a snow-covered ski resort, the 2013 Dodge Charger AWD models have a commanding design presence and the power and all-weather capability to carve through some of the worst precipitation Mother Nature can dish out.

With the aluminum 3.6-litre Pentastar V6 engine delivering best-in-class fuel economy, or legendary 5.7-litre HEMI® V8 engine with 370 horsepower with four-cylinder mode Fuel Saver Technology – Dodge Charger’s AWD system features a segment-exclusive active transfer case and front-axle-disconnect system to improve real-world fuel economy. No other major automotive manufacturer offers the combination of these two independent technologies.

Dodge Charger's AWD system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. When AWD is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding fun-to-drive performance and handling inherent in rear-wheel-drive vehicles.

### **Charger Blacktop package delivers outstanding performance and sinister styling**

Delivering street-cred and sinister attitude to the 2013 Dodge Charger lineup, the Charger Blacktop features a "blacked out" appearance, performance-tuned suspension, Beats by Dr. Dre sound system, and now boasts 300 horsepower delivered through the 3.6-litre Pentastar VVT V6 engine with standard eight-speed automatic.

The Charger Blacktop package includes unique Gloss Black-painted "split crosshair" grille with matching black grille surround, Gloss 20-inch Black-painted aluminum five-spoke wheels, and a rear body-coloured spoiler. Inside, unique performance seats provide extra lateral support for performance driving needs. For even more spirited driving with performance feel, the driver can utilize die-cast steering-wheel mounted paddle shifters to manually select the desired gear. The 2013 Dodge Charger Blacktop package will be available in Bright White, Redline Tri-Coat Pearl, Granite Crystal Metallic and — for a complete monotone appearance — Pitch Black exterior paint colours, with black premium cloth or Nappa leather-faced seating.

### **Dodge Charger R/T Road & Track package**

The Dodge Charger R/T Road & Track package is designed for hard-core enthusiasts who crave even more performance from their 370 horsepower HEMI VVT V8 engine with FuelSaver Multi-Displacement System technology (MDS). There are even more cockpit convenience features that include heated and ventilated performance seats with larger side bolsters, that provide comfort and stability during aggressive handling manoeuvres. The addition of driver's seat, power-adjustable pedals with memory and power tilt steering column combine to provide the driver with additional comfort and convenience. Further adding to the engaging driving experience are die-cast zinc steering-wheel mounted paddle shifters.

Additional equipment on the R/T Road & Track package includes a black, honeycomb-style grille with matte black surround and heritage "R/T" badge, auto-dimming driver's side mirror with reverse auto-adjust, rear differential with 3.06 axle ratio, performance engine and transmission calibration, and high-speed engine controller.

## **Uconnect 8.4N — the segment’s largest hands-free communication system — now features improved map graphics**

The 2013 Dodge Charger sedan’s Uconnect 8.4N system has been upgraded for 2013, enhancing the award-winning Garmin navigation system with better colours and graphics, along with a more Dodge-brand focused appearance.

Enhancements to the Garmin navigation features integrated into the Uconnect 8.4N include improved graphics used to display road signs and lane guidance. In addition, the Uconnect 8.4N system now also features 3D buildings and terrain views. Information is very realistic and intuitive, thus enabling drivers to keep their hands on the wheel and focus on the road.

With the segment’s largest touchscreen display (8.4-inch), the easy to use Uconnect 8.4N with integrated Garmin navigation features voice recognition. With natural voice commands, the Uconnect 8.4N enables passengers to input street addresses and navigate to points of interest.

For the Dodge brand, keeping drivers focused on the road is a priority and the Uconnect 8.4N (and 8.4 model) includes the ability for hands-free texting in order to keep passengers even more connected through voice commands. With a compatible Bluetooth phone, Uconnect enables text-to-speech for incoming text messages, and provides the driver with a list of popular responses for outgoing messages.

## **Dodge Charger is Engineered for Safety**

In 2012, the Dodge Charger achieved a 5-star safety ratings from the National Highway Traffic Safety Administration (NHTSA). The 5-star rating is the highest rating for safety by the Administration and measures vehicle safety performance in three categories, including front, side crashes and rollover crashes.

Dodge Charger achieved an overall 5-star vehicle safety score. The rating is a combination of frontal, side pole and barrier performance with the static stability factor accounting for the rollover rating. Dodge Charger also achieved high marks in rollover testing with a 4-star rating.

In addition, the 2012 Dodge Charger was named a “Top Safety Pick” by the Insurance Institute for Highway Safety (IIHS) – its highest rating. IIHS recognizes vehicles with outstanding crashworthiness in front, side, rollover and rear crashes. The Dodge sedan received “good” ratings, the highest achievable, in all four categories.

To be considered, vehicles must have available Electronic Stability Control (ESC) systems that significantly reduce crash risks. In addition to standard ESC, the Dodge Charger also features full-

length side-curtain airbags, seat-mounted side thorax air bags, driver's knee bag, front-row reactive head restraints, Hill-start Assist, Rain Brake Support and Ready Alert Braking.

### **Manufacturing**

The 2013 Dodge Charger is manufactured at the Brampton Assembly Plant in Ontario and will be available in Canadian showrooms during the third quarter of 2012.

### **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 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 on Dodge vehicles, please visit [www.dodge.ca](http://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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