

2014 Dodge Avenger OVERVIEW

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

- Athletic yet refined exterior; well-crafted interior; a spirited driving experience and a 5-year/100,000-km powertrain limited warranty make the 2014 Dodge Avenger a smart buy
- Features the available 3.6-litre Pentastar™ VVT V6 engine, named one of *Ward's Automotive* "10 Best Engines" in the industry for 2013, delivering 283 horsepower (hp) and 260 lb.-ft. of torque
- Named an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick+" in 2013, the highest IIHS rating

The Dodge Avenger provides customers a sculpted, smooth exterior design, a world-class interior and up to 6.5 L/100 km (43 mpg) highway fuel economy¹, all at an excellent value. Dodge Avenger's powertrain lineup for 2014 includes the available award-winning 3.6-litre Pentastar™ VVT V6 engine and sporty, refined driving dynamics that make it a pleasure to drive. Add to that useful, intuitive technology like available hands-free communication with Bluetooth® streaming audio and a 6.5-inch touch-screen radio and you have 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 anti-lock brakes, and reactive front head restraints.

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

2014 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 (hp) four-cylinder engine mated to a four-speed automatic transmission, a premium interior with soft-touch surfaces, ESC, four-wheel disc anti-lock 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 steel wheels, leather-wrapped shift knob, LED taillamps, and a 5-year/100,000-km powertrain limited warranty.

The available Blacktop package adds a menacing look with a Gloss Black grille, Black headlamp treatment, 18-inch Gloss Black aluminum wheels, and a body-colour rear spoiler.

2014 Dodge Avenger SXT

The Dodge Avenger SXT provides the standard equipment found on the SE model and adds 18-inch aluminum wheels, premium fog lamps, available red cloth seating, eight-way power driver's seat, heated front seats, 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 a body-colour rear spoiler.

For 2014 model year, the Blacktop Group is available with the V6 engine. The Blacktop package adds 18-inch Gloss Black wheels, Black headlamps and a Gloss Black grille.

2014 Dodge Avenger R/T

The Dodge Avenger R/T is the perfect sedan for the customer who wants an enthusiastic driving experience at a great value. With a stiffened suspension, an engine that provides 283 hp and 260 lb.-ft. of torque, and performance-inspired interior and exterior design cues, the 2014 Dodge Avenger R/T ups the driving fun factor.

Dodge engineers tuned Dodge 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 body-colour 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 Dodge Avenger is put to the test. The heated front seats feature headrests with an “R/T” graphic stitched in red. 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 Uconnect™ 430 multimedia centre.

The 2014 Dodge Avenger is available in eight exterior colours: Billet Metallic, Pitch Black, Redline Pearl, Bright White, Granite Crystal Metallic, Blue Streak Pearl, Deep Cherry Red Crystal Pearl and True Blue Pearl.

Manufacturing

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

About Dodge

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and 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 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 eight-speed transmission; the new Dodge Durango; Dodge Avenger and the country’s number-one selling minivan, Dodge Grand Caravan - the Dodge brand continues as one of the youngest dealer showrooms in North America.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 88th anniversary in 2013. 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.



Fuel Economy¹

Based on 2014 EnerGuide fuel consumption ratings. Government of Canada test methods used. Your actual fuel consumption will vary based on powertrain, driving habits and other factors.