

2015 Dodge Dart OVERVIEW

Chrysler Canada: New 2015 Dodge Dart Delivers Class-Leading Safety, Technology and Style at an Attractive Price

2015 model updates build upon powertrain and feature changes implemented for the 2014 model year, zeroing in on creating the best compact car for drivers and passengers alike

- **2015 Dodge Dart SXT, Limited and GT models are powered by the 2.4-litre Tigershark™ MultiAir® I-4 engine, which produces 184 horsepower and 174 lb.-ft. of torque**
- **Segment-leading safety and security features and innovative, easy-to-use technology, including Uconnect® 8.4-inch touchscreen and 7-inch full-colour customizable in-cluster display delight both drivers and passengers**
- **Dodge Dart tops compact car segment in total quality, according to 2013 Strategic Vision Total Quality Index**
- **2015 Dodge Dart starts at a Canadian Manufacturer's Suggested Retail Price (MSRP) of \$15,995**

Building on the product improvements for the 2014 Dart model year, the Dodge Dart lineup is fine tuned for 2015 to deliver value, style and performance.

The 2015 Dodge Dart's available Uconnect® 8.4 multimedia centre's 8.4-inch touchscreen radio is updated to include Android smartphone compatibility for Bluetooth®, voice command and streaming music and USB connectivity to play music from the device. The CD player is now a stand-alone option on the 2015 Dodge Dart SXT, Aero, GT and Limited models.

Other updates to the 2015 Dodge Dart lineup include a new standard 16-inch aluminum wheel on SXT models and a new black and ruby red interior option available with the Blacktop Appearance package. Nine exterior colour choices are offered for 2015, including three new colours: Passion Red, Laser Blue and Vitamin C (orange).

Some things haven't changed. The 2015 Dodge Dart still provides a distinctive style with an athletic, stylish exterior design punctuated with the available signature racetrack LED taillamps; a modern, sleek

interior design that's well-crafted with high-quality materials and attention to detail; class-leading safety and security features, including 10 standard air bags; class-exclusive, easy-to-use technology and steering, ride and handling dynamics engineered for the driver who loves to drive.

The Dodge Dart offers more than 55 safety and security features that give drivers and passengers peace of mind. Constructed of 68 per cent high strength steel, among the highest in the industry, the Dodge Dart's key available safety and security features include a class-leading 10 air bags and four-wheel disc antilock brakes standard on every model, Electronic Stability Control (ESC), electronic roll mitigation, all-speed traction control, ParkView[®] Rear Back-up Camera with dynamic grid lines, Blind-spot Monitoring, Rear Cross-Path detection, Park-Sense[®] Rear Park Assist, LATCH anchors, which allow a child seat to be placed in any of the three rear seat positions, and much more.

In addition, the 2015 Dodge Dart continues to offer the class-exclusive Uconnect multimedia system which includes an available 8.4-inch touchscreen radio, the largest in the segment; Voice Command, which allows drivers to operate a Bluetooth compatible phone with their hands on the wheel and eyes on the road, enables drivers to switch radio modes, tune to AM/FM and available SiriusXM Satellite Radio stations and features a 7-inch full-colour customizable in-cluster display to let the customer decide what format they want the information displayed.

The Dodge Dart's chassis is engineered to deliver steering precision and sporty handling dynamics but with the ride comfort that makes the daily commute something to look forward to. The exceptional balance of fun-to-drive dynamics, ride comfort, a quiet cabin and emergency handling characteristics is accomplished through the suspension bushing tuning and the Dart's exceptional body structure, including the front aluminum cradle, rear upper and underbody structure reinforcement and superior suspension attachment stiffness.

For the 2015 model year, the Dodge Dart Canadian MSRP starts at \$15,995.

2015 DODGE DART MODEL LINEUP

Dodge Dart SE

The Dodge Dart SE is the only entry-level model in the segment to offer both four-wheel disc antilock brakes and 10 air bags standard. It is powered by the 2.0-litre Tigershark[™] I-4 engine, mated to a six-speed manual transmission, which produces 160 hp and 148 lb.-ft. of torque and has a fuel economy rating of 9.4L/100 km city (30 mpg)^{*} and 6.5L/100 km highway (43 mpg)^{*} (*5-cycle test method shown. See last page for 2-cycle comparison).

Standard equipment on the 2015 Dodge Dart SE model includes: black cloth seats, 10 standard air bags, electronic brake assist, Electronic Stability Control (ESC), Hill-start Assist, all-speed traction control, electronic roll mitigation, four-wheel disc anti-lock brakes, keyless entry, lock-on-sync tire pressure sensors, six-way manual adjust driver and front passenger seat, driver seat height adjuster, active front head restraints, three rear-seat head restraints, rearview day/night mirror, sun visors with vanity mirrors, floor console with covered storage, Uconnect 200 with CD player, satin silver shift knob, two front cup holders, solar control glass, Sentry Key theft-deterrent system, power windows with driver one-touch, instrument cluster with tachometer, soft-touch dash; power door locks, dual-note electric horns, outside temperature display in odometer, front courtesy map lamps, headlamp off-time delay, bi-function halogen projector head lamp, body-colour crosshair grille with body-colour surround, body-colour power mirror, chrome headlamp surround, black door handles, 54-litre fuel tank, four speakers, auxiliary input jack for mobile devices, electric power steering, tilt/telescopic steering column, 16-inch steel wheels with cover, tire service kit and more.

Also available is hands-free communication with Bluetooth streaming audio and a compact spare tire.

Dart SXT

In addition to the standard equipment of the SE, the 2015 Dodge Dart SXT adds the 2.4-litre Tigershark with MultiAir® technology, delivering 184 hp and 171 lb.-ft. of torque.

SXT offers a new standard 16-inch Tech Silver aluminum wheel for 2015.

Other standard features (over Dart SE) include black crosshair grille with body colour surround, black headlamps treatment, LED racetrack taillamps, automatic headlamps, cruise control, steering wheel-mounted audio controls, hands-free communication with Bluetooth streaming audio, premium cloth seats, body-colour door handles and mirrors, air conditioning with micron filter, Electronic Vehicle Information Centre, front centre console with fore and aft sliding armrest, 60/40 split folding rear seat with armrest with storage and cup holders and trunk pass-through, six speakers, security alarm, overhead console with sunglass holder, sun visors with illuminated vanity mirrors, 12-volt auxiliary power outlet in front console, front and rear floor mats, 500-amp maintenance-free battery and SXT badge.

The Dodge Dart SXT model also features several attractive packages for 2015.

The available Rallye Appearance Group adds a touring suspension, rear stabilizer bar, 17-inch Hyper Black aluminum wheels with all-season tires, black crosshair grille with black surround, integrated dual exhaust with bright tips, projector fog lamps, premium cloth seats, leather-wrapped steering wheel with audio controls and leather-wrapped shift knob (with automatic transmission) and Rallye badge.

The available Blacktop Package adds 18-inch gloss black aluminum wheels, P225/40R18XL all-season tires, gloss black exterior mirrors and black fog lamp spear and surround.

The Sun and Sound Group includes a power express open/close sunroof, nine Alpine speakers with subwoofer, 506-watt amplifier, Uconnect 8.4 with 8.4-inch touchscreen radio, iPod® control, ParkView Rear Back-up Camera, illuminated floating island bezel and glove box lamp.

The Cold Weather Group features body-colour power, heated mirrors, heated front seats and remote start (with automatic transmission).

The 8.4-inch Uconnect Touchscreen Group includes the class-exclusive 8.4-inch Uconnect multimedia centre with an 8.4-inch touchscreen display, illuminated floating island bezel, remote USB port, iPod® Control, ParkView Rear Back-up Camera and glove box lamp.

Dart Aero

The 2015 Dodge Dart Aero model includes as standard equipment the 1.4-litre MultiAir I-4 Turbo engine generating 160 hp and 184 lb.-ft. of torque mated to the six-speed manual transmission or available six-speed DDCT.

Standard features (over the Dart SE) include 16-inch aluminum wheels, Uconnect 8.4 multimedia centre with 8.4-inch touchscreen, illuminated floating island bezel, 7-inch customizable in-cluster display centre, ParkView Rear Back-up Camera, hands-free communication with Bluetooth streaming audio, SiriusXM Satellite Radio, remote USB port, LED racetrack taillamps, underbody aerodynamic treatment, active grille shutters, body-colour door handles, bright crosshair grille with body-colour surround, air conditioning with Micron filter, Electronic Vehicle Information Centre (EVIC) with trip computer, leather-wrapped steering wheel with audio and cruise controls, automatic headlamps and "Aero" badge. The Dodge Dart Aero has a fuel economy rating of 8.5 L/100 km city (33 mpg)*, 5.8 L/100 km highway (49 mpg)* when mated to the standard six-speed manual transmission and 8.4 L/100 km city (34 mpg)*, 5.9 L/100 km highway (48 mpg)* when mated to the available DDCT transmission (*5-cycle test method shown. See last page for 2-cycle comparison).

Dart GT

The sporty 2015 Dodge Dart GT models offer consumers enhanced performance and style at a tremendous value. The Dodge Dart GT builds off the SXT and includes as standard equipment: sport suspension and steering, Keyless Enter 'n Go™ with push-button start, 18-inch Hyper Black aluminum wheels, integrated dual exhaust with bright tips, Hyper Black crosshair grille with black surround, projector fog lamps, heated exterior mirrors with courtesy lamp and supplemental signal, unique

perforated Nappa leather-faced seats, ten-way power driver's seat including lumbar adjust, heated front seats, heated leather-wrapped steering wheel, Uconnect 8.4 multimedia centre with 8.4-inch touchscreen display, 7-inch customizable in-cluster display centre, ParkView Rear Back-up Camera, dual-zone automatic temperature control, SiriusXM Satellite Radio with one-year subscription, active grille shutters and underbody aerodynamic treatment.

The Dodge Dart GT model also offers the Uconnect 8.4N multimedia centre, Sun and Sound Group and the Technology Group, which includes Blind-spot Monitoring, Rear Cross Path detection, Park-Sense Rear Park Assist system, High Intensity Discharge (HID) headlamps, automatic high beam headlamp control, rain-sensing wipers and ultrasonic intrusion alarm.

Dart Limited

The 2015 Dodge Dart Limited is the premier model for the customer who wants to treat themselves with amenities that make the drive just a little more indulgent. The Limited model includes a tremendous level of premium features.

The Limited standard features (over the SXT) include, Nappa leather-faced seats, heated front seats, heated steering wheel, Keyless Enter 'n Go™ with push-button start, Uconnect 8.4N featuring an 8.4-inch touch screen and Garmin® navigation, SiriusXM Satellite Radio with one-year subscription, dual-zone automatic temperature control, remote start, 17-inch Satin Silver aluminum wheels, touring suspension, rear stabilizer bar, 10-way power driver seat including four-way power lumbar adjust, leather-wrapped steering wheel, power front windows with one-touch up/down, 7-inch customizable in-cluster display centre, ParkView Rear Back-up Camera, ambient interior LED lighting, illuminated floating island bezel, universal garage door opener, body-colour heated power mirrors with courtesy lamps and supplemental signals, projector fog lamps, bright crosshair grille with body-colour surround, chrome headlamp treatments, bright door handles and more.

The Dodge Dart Limited also offers the ability to customize with polished aluminum wheels, Sun and Sound group, or the sophisticated equipment of the Technology Group.

The 2015 Dodge Dart is available in the following colours: Passion Red Pearl, Granite Crystal Metallic, True Blue Pearl, Laser Blue Pearl, Redline Pearl, Billet Metallic, Bright White, Pitch Black and Vitamin C (orange).

The 2015 Dodge Dart is built in the United States at Chrysler Group LLC's Belvidere, Illinois, Assembly Plant.

About Chrysler Canada

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Canada has approximately 440 dealers and markets Chrysler, Jeep®, Dodge, Ram, Fiat and Mopar vehicles and products. In addition to its assembly facilities, which produce the Chrysler Town & Country, Dodge Grand Caravan, Ram Cargo Van (Windsor), and the Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), Chrysler Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centres throughout the country.



*FUEL ECONOMY

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.

EnerGuide fuel economy ratings for 2015 models will be calculated using the NEW (5-cycle) Government of Canada test method. This NEW test method will apply to all 2015 model-year vehicles. 2015 model year ratings not available at time of publication.

For comparison purposes only, ratings for the 2014 Dodge Dart Aero with the 1.4L MultiAir Turbo and 6-speed manual transmission using the NEW (5-cycle) and OLD (2-cycle) Government of Canada test methods would be:

NEW: 8.5 L/100 km (33 mpg) city, 5.8 L/100 km (49 mpg) highway

OLD: 7.3 L/100 km (39 mpg) city, 4.8 L/100 km (59 mpg) highway

For more information please visit the Government of Canada Web site: www.vehicles.nrcan.gc.ca