

100 Years and Counting: Dodge Charges into its Centennial Consolidated with SRT; Focused on its Performance Roots

September 1, 2014, Auburn Hills, Mich. - The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary on July 1, 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers.

The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the "mainstream performance" brand within the Chrysler showroom. SRT is positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

"At Dodge, we don't make category cars. We make category cars nervous," said Tim Kuniskis, President and CEO of the Dodge and SRT brands. "Dodge strives to turn everyday vehicles into personal statements. Our vehicles are modern performance cars that deliver that visceral feel that reminds buyers why they fell in love with driving in the first place."

The Dodge brand has a drive to innovate and a passion to engineer vehicles that are faster, better or smarter and deliver an attitude that was built into the brand by the Dodge brothers themselves a century ago.

With 100 years of history to build on, as well as the innovative spirit of its founders, Dodge is taking the best of its innumerable successes over the years – the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s – as it paves the road to its future.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few.

For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT Hellcat and the Dodge Charger SRT Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and the ultimate performance halo car, Dodge Viper SRT.

The Dodge brand's passionate fan base is huge and growing. Dodge has more than 4 million Facebook followers; the Challenger alone has more than 1.5 million fans, which is more than many entire brands. Dodge fans and owners can get involved with the brand by going to www.dodge.com, Facebook at www.facebook.com/dodge and to the Dodge brand's blog at www.redlinedodge.com.

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