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## **2014 Dodge Avenger: Fun-to-drive, Loaded with Style Inside and Out, Packed with Safety and Technology Features Customers Want, all at a Surprising Value**

- Athletic yet refined exterior; a high-quality, well-crafted interior; a spirited driving experience and a five-year/100,000-mile powertrain warranty make the 2014 Dodge Avenger the smart buy for sedan buyers
- The Dodge Avenger was named an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick +" in 2013 – the highest honor from IIHS
- 2014 Dodge Avenger lineup offers three models – SE, SXT and R/T – packed with a surprising amount of standard content and a fun-to-drive factor that will enthuse drivers and passengers
- Dodge Avenger SE V-6 is America's most powerful and affordable V-6 mid-size car. The award-winning 3.6-liter Pentastar V-6 engine produces 283 horsepower while achieving an impressive EPA estimated fuel economy rating of 29 miles per gallon (mpg) highway
- Popular Blacktop and Rallye packages return for the 2014 model year and are now expanded to include SE models powered by the four-cylinder engine, offering drivers two distinct personalities that stand out in a sea of sameness

August 31, 2013, Auburn Hills, Mich. - The 2014 Dodge Avenger is a proven performer as one of the fastest growing vehicles in the mid-size sedan segment, giving customers loads of standard content, high-tech features that keep drivers and passengers connected and entertained, uncompromising safety features and up to 31 miles per gallon (mpg) highway fuel economy, all at an excellent value that starts at a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$19,895.

The 2014 Dodge Avenger delivers drivers a sculpted, athletic exterior design a world-class interior and performance attributes that put the "fun" in functional. With a powertrain lineup that includes the most powerful V-6 engine in the segment at 283 horsepower, sporty, refined driving dynamics and useful, intuitive technology like Uconnect handsfree phone with Bluetooth and a 6.5-inch touchscreen radio, the Dodge Avenger is a vehicle packed with value and a style all its own.

The Dodge Avenger mid-size sedan, an Insurance Institute for Highway Safety (IIHS) "Top Safety Pick +" in 2013, the highest rating given, provides customers an abundance of standard safety and high-tech features designed to keep drivers connected with their hands on the wheel and eyes on the road. Standard safety features include advanced multi-stage front passenger air bags, front seat side air bags, electronic stability control with electronic traction control, four-wheel anti-lock brakes, supplemental side curtain air bags and LATCH child seat anchor system.

For 2014, the Dodge Avenger is available in SE, SXT and the sporty R/T trim levels.

### **Blacktop and Rallye packages return**

The popular Blacktop and Rallye packages make a return for the 2014 model year.

The 2014 Dodge Avenger Blacktop is available in Black Clear Coat, Redline 2 Coat Pearl Coat, Bright White Clear Coat, Granite Crystal Metallic and Billet Silver Metallic. The Blacktop Package adds standard 18-inch Gloss Black aluminum wheels, Gloss Black front grille, dark-tinted headlamp bezels and a body-color rear spoiler.

For an added dose of luxury, Avenger SXT offers a premium leather interior with heated front seats for only \$400 MSRP on both the Blacktop and Rallye packages, making Avenger the most affordable mid-size car with leather in

the United States.

The Rallye Package adds 18-inch aluminum wheels, a body-color grille, rear body-color spoiler and black headlamp bezels. 18-inch chrome-clad aluminum wheels are optional.

New for 2014 the popular Blacktop and Rallye packages are available on the Avenger SE model, with the 2.4-liter I-4 engine, for an MSRP of only \$595.

### **2014 Dodge Avenger SE**

The Dodge Avenger SE offers a tremendous level of standard equipment, including a 2.4-liter 173 horsepower four-cylinder I-4 engine mated to a four-speed automatic transmission, LED tail lamps, a premium interior with soft-touch surfaces, four-wheel anti-lock disc brakes, electronic stability control with traction control and electronic roll mitigation, advanced multistage driver and front passenger air bags, side-curtain and front seat-mounted side air bags, laminated front windshield and front-row side glass, power locks, power mirrors, air conditioning, remote keyless entry, premium cloth seats, speed control, tilt/telescoping steering wheel with integrated audio and speed controls, outside temperature display in gauge cluster, CD player with four speakers, 60/40 rear seat with trunk pass through, fold-flat front passenger seat and a five-year/100,000-mile powertrain warranty.

The Dodge Avenger SE V-6 package adds the award-winning 3.6-liter Pentastar V-6 engine, one of Ward's "10 Best Engines," mated to a six-speed automatic transmission that produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while delivering an exceptional EPA highway V-6 fuel economy rating of 30 mpg, all starting at just \$20,895 MSRP.

The optional SE Blacktop Package includes standard 18-inch Gloss Black aluminum wheels, Gloss Black front grille, dark-tinted headlamp bezels and a body-color rear spoiler.

The Rallye Package is available on Dodge Avenger SE models, and includes 18-inch aluminum wheels, a body-color grille, body-color rear spoiler and dark-tinted headlamp bezels.

Optional equipment for the 2014 Dodge Avenger SE model includes 18-inch chrome-clad aluminum wheels, SiriusXM Radio, and Uconnect Voice Command.

### **2014 Dodge Avenger SXT**

The Dodge Avenger SXT model provides the standard equipment found on the SE model and adds a six-speed automatic transmission with Auto Stick, 17-inch aluminum wheels, automatic headlamps, projector fog lamps, eight-way power driver seat, leather-wrapped steering wheel and shift knob, six speakers, automatic temperature control, body-color heated exterior mirrors, SiriusXM Radio, Electronic Vehicle Information Center (EVIC), illuminated visor vanity mirrors, and much more.

Available optional equipment for 2014 includes the 3.6-liter Pentastar V-6 engine with variable-valve timing, which produces a best-in-class 283 horsepower and 260 lb.-ft. of torque while providing highway fuel economy of 29 mpg.

An available Rallye appearance group features 18-inch aluminum wheels, dark-tinted headlamp bezels, body-color grille, and body-color rear deck-lid spoiler.

The optional Blacktop Package includes 18-inch Gloss Black aluminum wheels, Gloss Black front grille, dark-tinted headlamp bezels and a body-color rear spoiler.

Other options include a Sun and Sound Group, which includes the Uconnect 430N CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display; Uconnect Voice Command; remote USB port and Bluetooth streaming audio; one-year free SiriusXM Travel Link with real-time traffic updates and sunroof with power express open/close; premium leather seats with heated front seats; Uconnect Media Center 430 CD/DVD/40 gigabyte hard drive with 28GB of available storage and 6.5-inch touchscreen radio; Uconnect 430N CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect voice command, remote USB port and Bluetooth streaming audio, one-year free SiriusXM Travel Link with real-time traffic updates; Uconnect Voice Command with Bluetooth; power sunroof with express open/close and 18-inch aluminum wheels.

## 2014 Dodge Avenger R/T

Remaining true to the historic R/T badge, the Dodge Avenger R/T model is the perfect sedan for the customer who wants an enthusiastic driving experience at a great value. With a stiffened, sport-tuned suspension, best-in-class 283 horsepower engine, center-mounted tachometer and performance-inspired interior and exterior design cues, the 2014 Dodge Avenger R/T ups the driving fun factor.

Dodge engineers tuned the Avenger's suspension specifically to the R/T model. They increased roll stiffness by 18 percent and spring rates by 17 percent in the front and more than 12 percent in the rear. Front strut damping rates are increased 15 percent, rear strut damping rates are increased almost 20 percent and the rear stabilizer bar diameter is 2 mm larger, increased from 19 mm to 21 mm. The suspension changes result in a fun-to-drive, spirited, performance sedan driving experience.

Unique exterior design elements of the 2014 Dodge Avenger R/T include a unique body-color grille, headlamps with a black bezel, R/T hood-to-fender stripes on the front quarter panel and unique 18-inch polished aluminum wheels. The performance elements carry through to the rear of the vehicle with a spoiler and the "R/T" badge.

The interior of the 2014 Dodge Avenger R/T sports a choice of distinctive all-black interior or distinctive cloth seats with Z stripe accent and red stitching, both with performance leather-trimmed bolsters that hold drivers and passengers firmly in their seats when they put the Avenger to the test. The front seats are heated and sport an "R/T" graphic stitched in red on the front headrests. Drivers will notice a cockpit unlike other Avenger models. It features a unique gauge cluster with a center-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 complements the standard Uconnect Media Center 430 CD/DVD/MP3 and a 6.5-inch touchscreen.

Optional equipment available on the 2014 Dodge Avenger R/T model includes: Uconnect Voice Command with Bluetooth; Uconnect 430N CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display; Uconnect Voice Command; remote USB port and Bluetooth streaming audio; one-year free SiriusXM Travel Link with real-time traffic updates; power sunroof with express open/close; and the Sun and Sound Group, which includes Uconnect 430N CD/DVD/MP3/HDD/Navigation media center with 6.5-inch touchscreen display, Uconnect Voice Command, remote USB port and Bluetooth streaming audio, one-year free SiriusXM Travel Link with real-time traffic updates and sunroof with power express open/close.

The 2014 Dodge Avenger is available in eight exterior colors: Billet Silver Metallic Clear Coat, Black Clear Coat, Redline 2 Pearl Coat, Bright White Clear Coat, Granite Crystal Metallic Clear Coat, Blue Streak Pearl Coat, Deep Cherry Red Pearl Coat and True Blue Pearl Coat.

The 2014 Dodge Avenger arrives in U.S. dealer showrooms in the fourth quarter, 2013.

The Dodge Avenger is built in the United States at the Sterling Heights, Mich. Assembly Plant.

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