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Chrysler Canada: Limited-edition Charger and Challenger Models Commemorate 100 Years of Dodge Performance and Heritage

- Dodge Charger and Challenger 100th Anniversary Editions celebrate the brand's centennial with unique style, technology and commemorative features, including an exclusive owner's kit.
- Vehicles arrive at dealerships across Canada in the first quarter of 2014.

November 20, 2013, Windsor, Ontario - When John and Horace Dodge developed North America's first mass-produced all-steel-bodied cars in 1914, the brothers set a new record for the most first-model-year automobiles ever produced (45,033 cars). One-hundred years later, the Dodge Brother's legacy is thriving as Dodge has become North America's youngest and fastest-growing brand – powered by the performance of the legendary Charger and Challenger. The built-in-Canada limited edition 100th anniversary models will share several unique visual elements, including the exclusive new "High Octane" red pearl paint, all-new 20-inch aluminum wheels with Granite Crystal pockets, commemorative badging, unique key fob and a special limited-edition owner's kit with a commemorative booklet that celebrates 100 years of Dodge heritage.

Dodge Charger 100th Anniversary Edition models

Dodge delivers the world's only four-door muscle car, and the 2014 Charger 100th Anniversary Edition celebrates the brand's centennial with uniquely designed appointments to complement the sedan's world-class power, handling, technology and iconic style.

For a bold look, the 2014 Dodge Charger 100th Anniversary features the exclusive High Octane Red Pearl Coat paint. Exterior unique features include all-new 20 x 8-inch polished five-spoke aluminum wheels with Granite Crystal pockets and a matching Granite Crystal Dodge split-crosshair grille that provides a striking look. Stylistic appointments to commemorate the brand's century include "Dodge Est. 1914" bar-style front-fender badges and special Dodge "100" logo on the centre caps. Additional exterior appointments include a body-colour rear spoiler and a red "R/T" heritage grille badge.

Exclusive interior appointments are designed to make the 2014 Dodge Charger 100th Anniversary Edition stand out. Dodge designers were inspired by the rich history of Dodge and sought to outfit the interior with premium attributes that reflect the legacy of John and Horace Dodge. All-new Molten Red or Foundry Black Nappa leather with a custom cloud overprint wraps the sport seats, centre console armrest and door armrests. A unique three-spoke flat-bottom performance steering wheel features die-cast paddle shifters for added driver control. Leather-wrapped surfaces are sewn together with brass-coloured accent stitching. Dark Brushed Graphite centre console bezels and Liquid Graphite steering-wheel accents provide a premium look. Interior appointments designed to commemorate the brand's centenary include die-cast "Dodge Est. 1914" circular badges on front seatbacks and an embroidered anniversary logo on premium floor mats. All-new instrument panel cluster graphics feature unique black-face gauges with white indication and stand-out red "100" km/h indication for this special occasion. And to play up that this is no ordinary Charger, the Electronic Vehicle Information Centre and Uconnect 8.4-inch touchscreen feature a unique startup image.

Paired with the award-winning Uconnect 8.4-inch touchscreen is Beats by Dr. Dre audio technology, standard on 2014 Dodge Charger 100th Anniversary Edition models. This segment-exclusive sound experience includes 10-speakers and a 12-channel 552 watt amplifier that integrates Beats proprietary equalizer algorithm, all to create the high-definition sound quality required in professional recording studios.

The Dodge Charger 100th Anniversary Edition is based on the 2014 Dodge Charger R/T with the powerful 370 horsepower and 395 lb.-ft. of torque 5.7-litre HEMI V8 engine with four-cylinder mode FuelSaver MDS Technology and up to 7.8 L/100 km (36 mpg) on the highway. All 100th Anniversary Editions include sport mode calibration and performance-tuned suspension. Completing this special model are unique key fobs which include a 100th Anniversary Edition jeweled logo on the back side, a customized owner's kit and a special commemorative booklet celebrating the 100 years of Dodge heritage.

Dodge Challenger 100th Anniversary Edition models

There is no vehicle more iconic than the head-turning Challenger, which serves as the perfect foundation to celebrate 100 years of Dodge style and performance. Based on the 2014 Dodge Challenger R/T Classic model, the new 100th Anniversary Edition pays tribute to the brand's history in contemporary Dodge style.

Similar to the Charger, the Dodge Challenger 100th Anniversary Edition includes all-new 20 x 8-inch polished five-spoke aluminum wheels with Granite Crystal pockets and matching Granite Crystal grille surround with script "Challenger" badge and feature the exclusive High Octane Red pearl paint.

For added exterior detail a commemorative bar style "Dodge Est. 1914" front-fender badges and Dodge "100" wheel centre caps mark this special edition.

The interior has all-new and exclusive Molten Red or Foundry Black heated Nappa leather-faced sport seats featuring a custom "cloud overprint." Brass coloured accent stitching and die-cast "Dodge Est. 1914" circular badges provide the 2014 Dodge Challenger 100th Anniversary Editions with an exclusive, high-end appearance that also draws inspiration from the heritage of John and Horace Dodge. Adding contrast to armrests trimmed in matching Molten Red or Foundry Black premium

Leather-faced seats are Liquid Graphite centre console bezels, steering wheel accents and door handle pulls.

Interior appointments designed to commemorate the brand's centenary include die-cast "Dodge Est. 1914" circular badges on front seatbacks and an embroidered anniversary logo on premium floor mats. For a touch of style, new bright white gauge faces feature a surprising detail element as the "100" km/h indication is marked appropriately in red. Adding even more detail is the Uconnect system's startup image, evoking the industrious nature of Detroit, Mich. (U.S.A.). Finishing out the interior is a seven speaker Boston Acoustics audio system with 368-watt amplifier and bright pedals.

Performance and Challenger are synonymous. The Dodge Challenger 100th Anniversary Edition is based on the 2014 Dodge Challenger R/T Classic offering up to 375 horsepower, 8.5 L/100km (33 mpg) highway and 0-100 km/h under 6 seconds. The 100th edition includes sport mode calibration, performance-tuned suspension and three-spoke flat-bottom performance steering-wheel.

Completing this special model are unique key fobs, which include a 100th Anniversary Edition jeweled logo on the back side, a customized owner's kit and a special commemorative booklet celebrating the 100 years of Dodge heritage.

The 2014 Dodge Charger and Dodge Challenger are manufactured at the Brampton Assembly Plant in Ontario.

Dodge brand also features the following world-class vehicles:

- The new Dodge Durango, the ultimate "no compromise SUV"
- The world-class Dodge Dart
- Dodge Grand Caravan, Canada's best-selling minivan for 30 years
- The innovation of Dodge Journey, Canada's best-selling crossover
- Dodge Avenger, Canada's lowest price mid-size sedan

For more about the 2014 Dodge Charger and Challenger, visit: www.chryslerpresskit.ca or www.media.chrysler.com/canada

About Dodge

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is

building technological advancements, striking designs, racing heritage and efficiency as it paves the road to its future. The 2014 Dodge lineup includes four Insurance Institute for Highway Safety (IIHS) Top Safety picks and two Top Safety Pick+, three vehicles with best-in-class power, six vehicles that deliver 8.0 L/100 km (35 mpg) or better, three vehicles that deliver 7.3 L/100 km (39 mpg) or better and three vehicles that offer seating for seven.

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.

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