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Dodge to Auction First 2008 Challengers

Proceeds to Benefit Charitable Organizations

- Dodge Challenger No. 1 to benefit notMYkid
- Dodge Challenger No. 2 to benefit United Way of Southeastern Michigan
- A Third Dodge Challenger will be auctioned off on eBay.com in early 2008
- All three vehicles will be 2008 Dodge Challenger SRT8® models, featuring HEMI® Orange paint, hood stripes and a 6.1-liter HEMI V-8 engine
- All 2008 Dodge Challenger models to include numbered dash plaque

September 16, 2007, Auburn Hills, Mich. - Bidders get ready. Chrysler announced today that the first two all-new 2008 Dodge Challenger vehicles off the Brampton (Ontario) Assembly Plant production line will be auctioned, with proceeds benefiting local charities.

The all-new 2008 Dodge Challenger — the ultimate modern American muscle coupe — will make its worldwide debut at the Chicago Auto Show on Feb. 6, 2008.

"Dodge is thrilled to build on the excitement of the countdown to the return of the Challenger by giving consumers the chance to get one of the first all-new 2008 Dodge Challenger vehicles produced," said Mike Accavitti, Director – Dodge Brand and SRT Marketing. "The Dodge Challenger is an icon and the revival of this storied nameplate has enthusiasts chomping at the bit to get one. Consumers now have the opportunity to not only own the car of their dreams, but to help those in less fortunate circumstances as well."

The vehicles chosen to be auctioned for charity will all be Street and Racing Technology (SRT®) models. Each will feature a HEMI® Orange exterior, hood stripes, a 6.1-liter HEMI V-8 engine, and a five-speed automatic transmission with Autostick®.

Proceeds from Dodge Challenger No. 1 will benefit notMYkid, an organization dedicated to facilitating improved understanding about youth behavioral health issues including suicide, drug abuse, eating disorders and depression. Dodge Challenger No. 1 will be auctioned at the 37th annual Barret-Jackson Collector Car Auction Event in Scottsdale, Ariz., Jan. 12-20, 2008.

Proceeds from Dodge Challenger No. 2 will benefit the United Way of Southeastern Michigan, through a private auction for Dodge dealers. The auction begins Sept. 26.

Information about the third Challenger to be auctioned via eBay.com will be announced at a later date.

The all-new 2008 Dodge Challenger is the ultimate modern American muscle coupe. The new icon stays true to both its historical and modern concept roots. It is a modern vehicle that follows the authentic Dodge muscle car formula — a two-door, HEMI V-8-powered rear-wheel-drive coupe. The 2008 Dodge Challenger is the true evolution of an iconic muscle coupe and the perfect compliment to the four-door Dodge Charger, Dodge Magnum and Chrysler 300.

Dodge Brand

With a U.S. market share of seven percent, Dodge is the Chrysler Group's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 22 percent market share in the U. S. In the highly competitive truck market, Dodge has a 16 percent market share. Dodge is also entering key European volume segments with Nitro and Caliber.

The introduction of the new 2008 Dodge Viper SRT10 marks a milestone in the Dodge brand's history with its boldest lineup of passenger cars including the all-new 2008 Avenger and Caliber, as well as the refreshed Dodge Charger and Magnum. This onslaught of product gives the brand a completely new and refreshed passenger car lineup. In 2008, Dodge will introduce the all-new modern muscle car, the Dodge Challenger, to further complement its lineup of Dodge trucks including the new 2008 Dodge Dakota, Dodge Nitro, Dodge Durango and the all-new 2008 Dodge Grand Caravan with 35 new or improved features.

notMYkid

notMYkid was founded in 2000, and is designed to educate parents about youth and adolescent substance abuse, eating disorders, suicide, ADHD, depression, and more. Information is available on the website www.notMYkid.org to educate parents about the warning signs and symptoms and to empower them to implement effective prevention and intervention strategies. In 2006, notMYkid reached 80,000 parents and students nationwide. The organization offers several programs for parent education as well as peer-to-peer youth programs.

United Way of Southeastern Michigan

United Way for Southeastern Michigan mobilizes the caring power of Wayne, Oakland and Macomb counties to improve the lives in measurable and lasting ways throughout the region. The organization is led by a diverse group of volunteers from business, labor, government, human services, education and the community through its annual Torch Drive and is a leader in convening partners to impact local residents each year by increasing economic self-sufficiency, protecting children and youth at risk, strengthening families, empowering neighborhoods and communities, and promoting health and wellness.

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