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Dodge Announces "Challenger Chase to Win" Sweepstakes

Enter to win a 2009 Dodge Challenger R/T with HEMI® engine and custom exterior graphics

April 22, 2010, Auburn Hills, Mich. -

Dodge race fans now have the chance to win a one-of-kind Dodge Challenger R/T in the brand's "Challenger Chase To Win" sweepstakes. At the end of this year's NASCAR racing season, one lucky fan will drive away with a custom Challenger R/T to commemorate the Challenger's debut in the 2010 NASCAR Nationwide Series.

With a retail value of close to \$40,000, the Grand Prize 2009 Dodge Challenger R/T is finished in a black-and-orange color graphic scheme that resembles Penske Racing driver Justin Allgaier's No. 12 Verizon Wireless Dodge which he will race in the NASCAR Nationwide Series beginning on July 2, 2010 at Daytona International Speedway.

"We're excited to offer one lucky winner a Dodge Challenger R/T that is truly one of a kind," said Ralph Gilles, President and CEO - Dodge Brand, Chrysler Group LLC. "Following the on-track debut of the Dodge Challenger this summer, seeing a custom #12 Penske Racing Challenger on the street is going to be very cool."

Contestants are invited to enter the "Challenger Chase to Win" sweepstakes online at www.dodgemotorsports.com or in person by visiting the Dodge Motorsports display areas at various 2010 NASCAR events around the country including:

- Talladega Superspeedway, Talladega, Ala.: 4/23-4/25
- Daytona International Speedway, Daytona, Fla.: 7/1-7/3
- Richmond International Raceway, Richmond, Va.: 9/10- 9/11
- Kansas Speedway, Kansas City, Kan.: 10/1-10/3
- Talladega Superspeedway, Talladega, Ala.: 10/29-10/31
- Phoenix International Raceway, Avondale, Ariz.: 11/12-11/14

The Dodge Challenger R/T delights driving enthusiasts across several generations by merging the best American muscle-car characteristics - unmistakable design, world-class handling, a powerful HEMI® engine and the newest technology. With its 5.7-liter HEMI V-8 engine that produces 376 horsepower and 410 lb.-ft. of torque, the Challenger R/T makes it from zero to 60 mph in less than 6 seconds.

Each participant may enter one time, regardless of method of entry. The lucky winner of the custom-painted Dodge Challenger R/T will be selected randomly on or around Dec. 14, 2010, from all eligible entries received. The winner will be notified by e-mail, mail or phone.

The Challenger Chase To Win sweepstakes is open to legal residents of the 50 United States and the District of Columbia who are licensed drivers and at least 18 years old at the time of entry.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.) LICENSED DRIVERS, 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Sweepstakes ends 11/30/10. For Official Rules, prize description and odds disclosure, visit www.dodgemotorsports.com. Sponsor: Chrysler Group LLC, 1000 Chrysler Drive, Auburn Hills, MI 48386.

About Dodge

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles for the 2009 model year: the all-new 2009 Dodge Journey, the brand's first crossover vehicle and the 2009 Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go® and Swivel 'n Go® seating and storage systems. The 2010 Dodge Journey and 2010 Dodge Avenger (with ESC) also earned the 2009 Top Safety Pick rating from the IIHS.

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