

March 19, 2008

## **Dodge Continues to Build Momentum with Introduction of All-new 2009 Dodge Challenger**

A Dodge Challenger for Everyone

**New York** - With global sales of 1.3 million vehicles in 2007, Dodge is Chrysler LLC's best-selling brand. Momentum for the brand continues this year as eight new Dodge vehicles gain traction in the marketplace, including Dodge Grand Caravan, Caliber SRT4®, Journey, Durango Hybrid, Dakota, Viper, Ram and the 2009 Dodge Challenger.

"The Dodge barrage continues as each of these eight new vehicles hit the market," said Mike Accavitti – Director, Dodge Brand and SRT Global Marketing, Chrysler LLC. "Our Dodge Grand Caravan is the bread and butter for the brand, our Ram is the meat and potatoes and the Dodge Challenger is the sweet dessert. The all-new 2009 Dodge Challenger is built to be the best balanced sports car on the road, combining performance, design and technology like no other."

### **Segment Demographics**

The all-new 2009 Dodge Challenger competes in the Standard Specialty Segment, which is comprised of coupes and convertibles. Traditionally, segment buyers are evenly split between males and females with more than 70 percent living without children at home.

Analysis shows coupe buyers, like all new buyers, seek quality; however, they also tend to pay closer attention to styling, image and driving attributes. These buyers generally fall into two main groups and Dodge Challenger characteristics should have equal appeal to both with its unique design, outstanding performance and 21st century technology.

One group is comprised of "Gen Xer's" looking for a vehicle that is affordable, but stands out in a crowd. They want a vehicle that makes heads turn and is fun to drive.

Another group is made up of "Baby Boomers" with the financial freedom and income to spend on fulfilling discretionary vehicle purchases; however, outstanding performance and modern features are also important.

### **2009 Dodge Challenger Lineup**

Dodge will offer three Dodge Challenger models: Dodge Challenger SRT8, Dodge Challenger R/T and Dodge Challenger SE. A special-edition Dodge Challenger Classic R/T will be available later in the 2009 model year.

"With three models from which to choose, we're making Dodge Challenger accessible to everyone," said Accavitti. "From the maximum performance of the Dodge Challenger SRT8 to the cutting-edge technology available on Dodge

Challenger SE, the all-new 2009 Dodge Challenger offers a full menu of options for every customer.”

### **Dodge Challenger SRT8**

Infused with Street and Racing Technology (SRT) DNA, the 2009 Dodge Challenger SRT8 provides exactly what performance enthusiasts want in their modern interpretation of American muscle: standout powertrain, world-class ride and handling, benchmark braking, functional and aggressive-looking exterior and a race-inspired interior.

The SRT-developed 6.1-liter HEMI® V-8 engine on the Dodge Challenger SRT8 generates a blistering 425 horsepower (317 kW) and 420 lb.-ft. of torque (569 N•m) with two available transmissions — a new-for-2009 Tremec TR-6060 manual transmission or a five-speed automatic with Auto Stick. The six-speed manual transmission includes “Track Pak” Hill Start Assist (HSA), anti-spin rear axle, bright pedal covers, performance steering and an Electronic Stability Program (ESP) full-off switch.

The 2009 Dodge Challenger SRT8 also features new-for-2009 limited-slip differential, SRT-exclusive 20-inch fully forged aluminum wheels, black hood stripe, a race-inspired interior including exclusive SRT8 seats with added bolstering, a classic, pistol-grip shifter (manual transmission) and a reconfigurable display with performance pages delivering readouts of 0–60 mph, 0–100 mph, 1/8 and 1/4 mile times, g-forces and 0–60 mph braking distance.

### **Dodge Challenger R/T**

With the right mix of hardware and technology, the Dodge Challenger R/T is the most balanced sports car on the road. Featuring the new-generation, 370-horsepower (276 kW), 5.7-liter HEMI V-8 engine with a five-speed automatic transmission with Auto Stick or a precision-shift, six-speed manual transmission with a “pistol-grip” shifter, the all-new 2009 Dodge Challenger R/T delivers tire-smoking performance. The automatic transmission features fuel-saving multi-displacement (MDS) technology, which increases fuel economy by as much as 20 percent depending on driving conditions without sacrificing vehicle performance. The six-speed manual transmission includes “Track Pak” Hill Start Assist (HSA), anti-spin rear axle, bright pedal covers, performance steering and an ESP full-off switch.

Standard 18-inch machined aluminum wheels, dual exhaust with rectangular tips, rear body spoiler, standard anti-lock brakes, ESP, traction control, brake assist, vented brakes, fog lamps, leather-wrapped steering wheel and shifter knob and eight-way power driver seat provide exceptional driving experience and comfort.

Available Dodge Challenger R/T features include Remote Start, Keyless Go push-button start and heated leather seats.

For Dodge customers yearning for a modern Dodge Challenger dripping with even more heritage, there is the special-edition Dodge Challenger Classic R/T (late availability). In addition to everything the Dodge Challenger R/T offers, the Classic R/T comes in B5 Blue with black wide side stripes, inspired by the original. The Classic R/T will also feature unique script-style badging harkening back to the 1970s' models and exclusive 20-inch heritage five-spoke aluminum wheels.

### **Dodge Challenger SE**

The 2009 Dodge Challenger SE will make heads turn with dynamic styling and delight those looking for fun and freedom behind the wheel. The Dodge Challenger SE comes equipped with a 3.5-liter, 250-horsepower (186 kW) V-6 engine and a four-speed automatic transmission, 17-inch tires and steel wheels with bolt-on covers and a suspension package that provides athletic and nimble steering and handling attributes.

Also included as standard equipment are side-curtain air bags, an AM/FM/CD radio with four speakers and MP3 capability, air conditioning, 60/40 split-folding rear bench with arm rests and two cup holders, manual driver/passenger adjustable lumbar support, 12-volt auxiliary power outlet located in the center console, automatic speed control, rear-window defroster, fold-away power mirrors, power locks and windows, manual-tilt and telescoping steering column, remote keyless entry and tire pressure monitoring warning lamp.

### **Colors**

The all-new 2009 Dodge Challenger will be offered in nine vibrant colors, including Brilliant Black, Bright Silver, TorRed, Inferno Red, Deep Water Blue, Titanium, Stone White, HEMI Orange (R/T only) and B5 Blue (late availability SRT8 and R/T only). Black hood stripes are standard on the Dodge Challenger SRT8. The Dodge Challenger R/T features an optional hood-to-fender side stripe. Dark Slate Gray leather seats with exclusive SRT trim are standard on Dodge Challenger SRT8. Dark Slate Gray cloth seats are standard on Dodge Challenger R/T and SE.

### **Availability**

The 2009 Dodge Challenger SE, R/T and SRT8 models will be available in North America in the fall of 2008. The Dodge Challenger Classic R/T will be available late in the 2009 model year.

### **Dodge Brand**

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market. The Dodge brand's first crossover vehicle — the all-new 2009 Dodge Journey — is available in the first quarter of 2008 and will be available outside North America in both left- and right-hand drive in mid-2008. Arriving this spring is the limited-edition 2008 Dodge Challenger SRT8 with a 6.1-liter HEMI V-8 engine that boasts 425 horsepower and 420 lb.-ft. of torque. The all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship will arrive this fall. Also arriving this fall is the 2009 Dodge Durango Hybrid. Recently, the all-new 2008 Dodge Grand Caravan arrived in dealerships with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. In 2007, Dodge Avenger and Nitro entered key volume segments outside North America, joining the Dodge Caliber, which launched in those markets in 2006.

March 19, 2008

## **Chrysler LLC Introduces Entire 2009 Dodge Challenger Model Lineup at New York International Auto Show**

Three Available Models — Dodge Challenger SRT8®, Dodge Challenger R/T and Dodge Challenger SE — with Pricing from the Low \$20s

- 35 years later, Dodge redefines modern American muscle
- Re-creation of vintage American muscle car blends nostalgic flair with modern engineering and technology
- Five-passenger, two-door coupe produced from proven Chrysler 300 and Dodge Charger platform
- First modern-day, HEMI®-powered car offered with precision-shift six-speed manual transmission
- New-generation 5.7-liter HEMI V-8 delivers increased fuel economy (an estimated 5 percent) with more horsepower (30 hp) and improved torque (8 lb.-ft.)
- 5.7-liter HEMI goes from zero to 60 mph in less than six seconds
- SRT-exclusive 6.1-liter HEMI V-8 engine goes from zero to 60 mph in less than five seconds
- Best-in-class rear head (37.4 inches) and leg (32.6 inches) room provides spacious back seat for up to three adults
- Best-in-class trunk space (16.2 cu. ft.) equal to the Dodge Charger
- More than 25 safety and security features including supplemental side-curtain air bags, advanced multi-stage air bags, Electronic Stability Program (ESP) and anti-lock brakes
- Equipped with cutting-edge technology including MyGIG™ radio/navigation, UConnect® Hands-free Communication System, Keyless Go push-button start and Remote Start
- To ensure quality, Dodge Challenger engineers logged nearly 3.2 million customer-equivalent miles in development process
- All-new 2009 Dodge Challenger to arrive this fall

**New York** - Today at the New York International Auto Show, Chrysler LLC unveiled its full 2009 Dodge Challenger model lineup. Pricing will start in the low \$20's.

The all-new 2009 Dodge Challenger merges the best American muscle-car characteristics — unmistakable design, world-class handling, powerful engines and technology — to delight driving enthusiasts across several generations.

“Our all-new 2009 Dodge Challenger is a modern-day muscle machine representing the best from the past and present,” said Mike Accavitti, Director – Dodge Brand and SRT Global Marketing, Chrysler LLC. “Thirty-five years following the debut of the original, we are bringing Dodge Challenger back and loading it with essential hardware, styling and technology desired by today’s buyer.”

The Dodge Challenger is the first five-passenger, two-door coupe produced from Chrysler's proven rear-wheel-drive platform that delivers the Chrysler 300 and Dodge Charger. Developed with Dodge's credo of "bold, powerful and capable," the Challenger delivers a modern two-door muscle car.

Three models will be offered in North America: Dodge Challenger SRT8®, Dodge Challenger R/T and Dodge Challenger SE.

### **Essential Hardware**

The Dodge Challenger R/T features the new-generation 5.7-liter HEMI® V-8 engine with a five-speed automatic transmission that produces an estimated 370 horsepower (276 kW) and 398 lb.-ft. of torque (540 N•m). For 2009, the HEMI engine is upgraded to get an estimated five percent improvement in fuel economy as well as an increase of 30 horsepower (9 percent) and 8 lb.-ft. improved torque (2 percent) over a greater range of engine speeds. The automatic transmission features fuel-saving multi-displacement (MDS) technology which increases fuel economy by as much as 20 percent depending on driving conditions without sacrificing vehicle performance. The Dodge Challenger R/T also offers a precision-shift six-speed manual transmission — the first for a new-generation HEMI-powered car — that produces 375 horsepower (280 kW) and 404 lb.-ft. of torque (548 N•m) when running on premium fuel. The Dodge Challenger R/T can go from zero to 60 mph in less than six seconds.

The 2009 Dodge Challenger SRT8 features an SRT-exclusive 6.1-liter HEMI V-8 engine mated with a new-for-2009 six-speed manual transmission or a five-speed automatic transmission with Auto Stick that generates a blistering 425 horsepower (317 kW) and 420 lb.-ft. of torque (569 N•m). The vehicle can go from zero to 60 mph in less than five seconds.

The Dodge Challenger SE powered by the 3.5-liter High Output V-6 with a four-speed automatic transmission produces 250 horsepower (186 kW) and 250 lb.-ft. of torque (339 N•m).

Patterned off the Dodge Charger architecture, the front suspension and five-link independent rear suspension system on all Dodge Challenger models provide excellent ride and handling characteristics.

### **Essential Styling**

The Dodge Challenger design team stayed true to the concept revealed at the 2006 North American International Auto Show, while drawing upon elements from the original Challenger. The result: a bold, aggressive muscle machine that blends nostalgia with modern Dodge style.

"Our designers wanted to capture the mind's-eye view of what people today remember about the Dodge Challenger from 35 years ago," said Trevor Creed, Senior Vice President – Design, Chrysler LLC. "Their challenge was to excite today's customer by capturing the emotion of the original Challenger, while offering today's comfort and performance."

On the exterior, the long, raised performance hood with scoops and recessed grille with round dual headlamps are reminiscent of the original Dodge Challenger. The bold A-line, or character line, that runs from stem to stern gives the all-new 2009 Dodge Challenger an instantly recognizable muscle-car profile. Retro dual rectangular exhaust outlets complete the look from the rear.

On the interior, the trapezoidal theme of the door-panel cove and gauge cluster, dark headliner and slanted shifter console are inspired by the original Dodge Challenger. The modern interpretation of the Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head (37.4 inches) and leg (32.6 inches) room compared to the competition. Coupled with best-in-class cargo space (16.2 cu. ft.) — equal to the Dodge

Charger — the all-new 2009 Dodge Challenger offers added comfort and functionality.

### **Essential Technology**

The all-new 2009 Dodge Challenger offers customers a full range of innovative technologies including:

- MyGIG™ provides a cutting-edge multimedia audio and entertainment system, with built-in navigation
- UConnect® Hands-free Communication System provides convenient, voice-activated communication with Bluetooth® cellular phones
- SIRIUS® Digital Satellite Radio offers a variety of commercial-free radio programs and music
- Keyless Go allows the driver to start the vehicle with the simple push of a button
- Remote Start starts a secured vehicle with the key fob

### **More than 25 Safety and Security Features**

Dodge Challenger offers more than 25 safety and security features including:

- Supplemental Side-curtain Air Bags extend protection to all outboard front- and rear-seat passengers
- Anti-lock Brakes (ABS) modulate the brakes for the driver to provide steering control while braking
- Electronic Stability Program (ESP) applies selective braking or throttle reduction to control oversteer and understeer
- Brake Assist ensures maximum braking action during panic stops
- Traction Control reduces the throttle and/or applies selective braking to optimize traction during acceleration
- Hill Start Assist (HSA) for Manual Transmission application assists the driver in launching the vehicle on an incline
- Automatic Headlamps turn headlamps on at dusk and off in the daylight without driver intervention
- Tire Pressure Monitoring (TPM) alerts driver about low tire pressure(s) in order to facilitate safe handling

### **2009 Dodge Challenger Production**

The all-new 2009 Dodge Challenger will be built at the Brampton Assembly plant in Brampton, Ontario, Canada. It will be built on the same assembly line as the Chrysler 300 and Dodge Charger.

### **Dodge Brand**

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2007, Dodge sold more than 1.3 million vehicles in the global market.

The Dodge brand's first crossover vehicle — the all-new 2009 Dodge Journey — is available in the first quarter of 2008 and will be available outside North America in both left- and right-hand drive in mid-2008. Arriving this spring is the limited-edition 2008 Dodge Challenger SRT8 with a 6.1-liter HEMI V-8 engine that boasts 425 horsepower and 420 lb.-ft. of torque. The all-new 2009 Dodge Ram with game-changing exterior and interior design, innovations, best-in-class features and craftsmanship will arrive this fall. Also arriving this fall is the 2009 Dodge Durango Hybrid. Recently, the all-new 2008 Dodge Grand Caravan arrived in dealerships with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. In 2007, Dodge Avenger and Nitro entered key volume segments outside North America, joining the Dodge Caliber, which launched in those markets in 2006.

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## **All-New 2009 Dodge Challenger Blends Vintage Flair with Modern Styling**

- Design unifies Challenger heritage with modern, unmistakable Dodge cues
- Best-in-class rear head (37.4 inches) and leg (32.6 inches) room provide a comfortable back seat with seating for three passengers
- Best-in-class trunk space (16.2 cu. ft.) equal to the Dodge Charger
- Modern amenities complement retro interior styling

**New York** - The all-new, five-passenger 2009 Dodge Challenger features modern styling with elements of vintage flair inspired by the original Challenger.

“Our designers created a modern interpretation of the Dodge Challenger that captures the emotion and excitement elicited by the original while staying true to our recent Challenger concept,” said Trevor Creed, Senior Vice President – Design, Chrysler LLC. “The result is a modern-day muscle machine with styling cues inspired by the original Challenger.”

Design elements from the original vehicle and the Dodge Challenger concept, which was unveiled at the 2006 North American International Auto Show in Detroit, are a constant theme throughout the vehicle. The all-new 2009 Dodge Challenger is available in three models: Challenger SE, Challenger R/T and Challenger SRT8®.

The all-new 2009 Dodge Challenger features performance styling cues that are unmistakably Dodge. Proportions evoke a bold, instantly recognizable vehicle with a wide, stable stance. The long, raised performance hood with scoops and recessed grille with round dual headlamps are reminiscent of the original Dodge Challenger. The front-end appearance also incorporates functional design features including a fascia that directs air around the front of the vehicle in order to improve aerodynamics.

The bold A-line, or character line, runs from stem to stern and jumps over the rear wheel as on the original Challenger which gives it an instantly recognizable muscle-car profile. Door-mounted side mirrors — developed from an original Dodge Challenger mirror mold — are remarkably similar to the 1970's model, but offer significantly better aerodynamic performance.

“We drew upon recognizable details from our original Dodge Challenger and incorporated them into the 2009 model,” said Jeff Gale, Lead Designer – Dodge Challenger Exterior Design. “One of the most identifiable design elements from the original Challenger that you’ll see on the all-new 2009 Dodge Challenger is the cast metal fuel door on the driver’s side of our R/T and SRT8 models. Stamped with the word ‘FUEL’ in the same font used 35 years ago, it is a tribute to the original.”

The crease along the C-pillar and around the rear glass is true to the Dodge Challenger concept car. The modified three-piece taillamp design provides a trunk-lift line low enough to meet real-world needs for loading larger items into the vehicle's trunk. Dual chromed rectangular exhaust tips on the R/T and SRT8 models complete the muscle-car look from the rear. Working with the rest of the exhaust system, they minimize back pressure while optimizing sound quality.

The all-new 2009 Dodge Challenger will be offered in nine vibrant colors including Brilliant Black, Bright Silver, TorRed, Inferno Red, Deep Water Blue, Titanium, Stone White, HEMI® Orange (R/T only) and B5 Blue (late availability SRT8 and R/T only). Black hood stripes come standard on the Dodge Challenger SRT8. The Dodge Challenger R/T features an optional hood-to-fender side stripe.

The bold exterior look on the all-new 2009 Dodge Challenger continues on the inside of the vehicle. The driver-oriented cockpit is reminiscent of the original Dodge Challenger with a four-bomb cluster trimmed in chrome and a center stack that angles toward the driver. Trapezoidal themes of the door-panel cove and gauge cluster and the slanted shifter console are inspired by the original Dodge Challenger. The "pistol-grip" shifter featured with the all-new 2009 Dodge Challenger's available six-speed manual transmission pays homage to the original, and is ergonomically designed to fit the hand more comfortably.

The interior also features an all-dark headliner, instrument panel, doors, carpeting and seating similar to the original and conveys a sinister, business-like attitude.

"We wanted to recapture the emotion evoked from our 1970's Dodge Challenger and our recent Challenger concept," said Brian Nielander, Manager – Dodge Challenger Exterior and Interior Design. "Our all-new Dodge Challenger delivers a modern package that meets the needs of today's consumer and the expectations of muscle-car enthusiasts of all ages."

The center console armrest moves forward to provide flexibility for comfort, easy cup-holder use and shifting ergonomics. With a 231-cubic-inch storage bin, 12-volt power outlet and coin holder, it also provides modern-day conveniences for storing CDs and charging cell phones.

Front bucket seats feature aggressive bolsters consistent with the performance capabilities of the car. Challenger SE and Challenger R/T models include one style of the performance theme while the SRT8 model features more aggressive bolsters. Dark Slate Gray leather seats with SRT-exclusive trim are standard on the Dodge Challenger SRT8. Dark Slate Gray cloth seats are standard on the Dodge Challenger R/T and SE.

The 2009 Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head (37.4 inches) and leg (32.6 inches) room compared to the competition. The front-passenger seat features the new "EZ" entry with high-mounted seat-back lever for easy, one-handed operation, enabling second-row passengers to enter and exit with ease. Courtesy lights located behind the driver and passenger seats illuminate the second row when the door is open. The second row of the all-new 2009 Dodge Challenger provides seat belts for three passengers and a standard fold-down center armrest. Rear seats also feature 60/40 fold-down capability. Best-in-class trunk cargo space (16.2 cu. ft.) is equal to the Dodge Charger and increases the flexibility of this modern interpretation of the Challenger.

An AM/FM stereo with CD radio and MP3 capability is standard on all 2009 Dodge Challenger models. The Dodge Challenger also offers other modern amenities including Remote Start, remote keyless entry, heated front seats and steering wheel-mounted audio controls.

## **Engineering the All-New 2009 Dodge Challenger**

- First five-passenger, two-door coupe derived from proven Chrysler 300 and Dodge Charger platform
- New-generation 5.7-liter HEMI® V-8 delivers increased fuel economy (an estimated 5 percent) with more horsepower (30 hp) and improved torque (8 lb.-ft.)
- SRT's exclusive 6.1-liter HEMI V-8 engine is the highest naturally aspirated specific output V-8 engine ever offered by Chrysler (69.8 horsepower/liter)
- First-ever manual transmission option on a new-generation HEMI-powered car
- Tremec TR-6060 six-speed manual transmission with standard Hill Start Assist (HSA) aids driver when launching on inclines
- Finely tuned acceleration, braking and ride and handling civilized enough for everyday commuting, but fully capable in spirited driving and track environments
- To ensure quality, Dodge Challenger engineers logged nearly 3.2 million customer-equivalent miles in the development process

**New York** - The all-new 2009 Dodge Challenger has the makings of a new legend without leaving behind highlights from the past. In addition to bold, nostalgic styling, Dodge Challenger offers three powerful engine options, available manual or automatic transmissions and suspension attributes that match a range of driving demands.

"Our all-new 2009 Dodge Challenger is a modern-day muscle machine," said Larry Lyons, Vice President – Car and Minivan Product Team, Chrysler LLC. "From its manual transmission option — the first available in a new-generation HEMI-powered car — to finely-tuned ride and handling characteristics, the all-new 2009 Dodge Challenger will delight even the most die-hard muscle-car fan."

The two-door, rear-wheel-drive coupe is based off the proven Chrysler 300 and Dodge Charger sedan platform. The 116-inch wheelbase makes the all-new 2009 Dodge Challenger coupe four inches shorter than the Dodge Charger sedan.

### **Three Powerful Engines**

The all-new 2009 Dodge Challenger offers a strong lineup of proven powertrains that deliver power and performance.

### **New-generation 5.7-liter HEMI V-8**

The all-new 2009 Dodge Challenger R/T features the new-generation 5.7-liter HEMI V-8 engine that produces an estimated 370 horsepower (276 kW) @ 5800 rpm and 398 lb.-ft. of torque (540 N•m) @ 4200 rpm when paired with

rpm and 404 lb.-ft. of torque (548 N•m) @ 4200 rpm when paired with the six-speed manual transmission. The 2009 Dodge Challenger R/T can go from zero to 60 mph in less than six seconds.

For 2009, the engine is upgraded to get an estimated 5 percent improvement in fuel economy, an increase of 30 horsepower (9 percent) and 8 lb.-ft. improved torque (2 percent) over a greater range of engine speeds; particularly at lower engine RPM for an improved off-the-line feel. This is achieved with variable-valve timing to improve torque and an increased compression ratio (10.5 from 9.6). These allow for greater use of Chrysler's fuel-saving multi-displacement system (MDS) technology available on vehicles equipped with the 5.7-liter HEMI V-8 with automatic transmission.

The new-generation HEMI engine features dual ignition (two spark plugs per cylinder) which increases peak power and torque, reduces exhaust emissions, increases fuel economy and smooths the idle. A refined combustion system and robust structure with direct-mount accessories help make the engine quiet.

### **Fuel-saving MDS Technology**

The 5.7-liter HEMI V-8 with the five-speed automatic transmission includes fuel-saving multi-displacement (MDS) technology. MDS is well suited for vehicles like the Dodge Challenger with an automatic transmission because of its dual nature: a powerful and smooth engine for acceleration that is economical when cruising.

### **SRT-exclusive 6.1-liter HEMI V-8**

The 2009 Dodge Challenger SRT8® features an SRT-exclusive 6.1-liter HEMI V-8 engine that generates 425 horsepower (317 kW) @ 6200 rpm and 420 lb.-ft. of torque (569 N•m) @ 4800 rpm.

The normally aspirated 6.1-liter HEMI V-8 engine is the highest naturally aspirated specific-output V-8 engine ever offered by Chrysler. Its 69.8 horsepower-per-liter rating exceeds even that of the legendary 1966 "Street HEMI."

The 2009 Dodge Challenger SRT8 can go from zero to 60 mph in less than five seconds.

### **3.5-liter V-6**

A 3.5-liter High Output V-6 engine powers the Dodge Challenger SE and provides 250 horsepower (186 kW) @ 6400 rpm and 250 lb.-ft. of torque (339 N•m) @ 4000 rpm.

A dual-tuned intake manifold with electronically controlled manifold short-runner valves (SRV) assures high power and torque over the full engine operating speed range. The coil-on-plug ignition system reduces maintenance costs and exhaust emissions while increasing fuel economy.

## **Manual and Automatic Transmissions**

### **Six-speed Manual Transmission**

The all-new 2009 Dodge Challenger is the only modern-day car with the 5.7-liter or 6.1-liter HEMI engines to offer a six-speed manual transmission. A derivative of the transmission featured in the all-new 600 horsepower 2008 Dodge Viper SRT10, the Dodge Challenger's gearbox carries over Viper SRT10 features including triple cone synchronizers in first and second gears and dual cone synchronizers for third through sixth gears, but also has modifications including new gear ratios to meet fuel economy and performance targets.

"Offering a manual transmission in our all-new 2009 Dodge Challenger was a must," said Lyons. "Borrowing Dodge Viper SRT10 manual transmission

technology, our engineers were able to develop a six-speed manual that meets fuel economy and performance targets for Dodge Challenger's weight class."

The clutch for the 2009 Dodge Challenger manual transmission package uses Dodge Viper SRT10's twin-disc design to ensure exceptional torque capacity and clutch life, low pedal efforts, excellent engagement qualities and optimized spinning inertia.

Hill Start Assist (HSA) is standard with all Dodge Challengers equipped with a manual transmission in order to aid the driver with launching the vehicle on inclines. This unique feature holds the brake for approximately three seconds and allows the driver to seamlessly apply torque via throttle for an effortless start. The brake system automatically releases when the system senses engine torque.

Dodge Challengers equipped with a manual transmission feature a unique performance-tuned dual exhaust that optimizes engine back pressure and exhaust throatiness. This is accomplished by removing the stamped underfloor muffler and replacing it with two low-restriction bottle resonators.

### **Five-speed Automatic Transmission**

Featured on the 2009 Dodge Challenger 5.7-liter HEMI and 6.1-liter HEMI V-8 engine options, the five-speed automatic transmission with Auto Stick provides world-class efficiency while enhancing fuel economy.

An aggressive first-gear ratio provides outstanding launch performance. Auto Stick gives the driver the ability to select a higher or lower gear while the transmission controller calibration prevents situations that might overspeed the engine. Fully adaptive electronic control of all shifting makes the powertrain more responsive without harshness.

### **Four-speed Automatic Transmission Offered with 3.5-liter V-6**

The 2009 Dodge Challenger SE offers a four-speed automatic transmission that provides fully adaptive electronic control of all shifting for smooth operation. The four-speed automatic transmission features an electronically modulated converter clutch (EMCC) that nearly eliminates torque converter slippage and enhances fuel economy up to 3 percent when compared to a non-EMCC converter.

With electronic throttle control, torque management is more sophisticated than previous implementations of this concept. On the four-speed automatic transmission, this improves wide-open throttle up-shifts and down-shifts.

### **Finely Tuned Chassis**

While the 2009 Dodge Challenger shares the suspension geometry of the Dodge Charger, chassis components are re-tuned to support more spirited driving and handling performance.

In the front, the all-new 2009 Dodge Challenger features an independent short-and long-arm (SLA) front suspension to provide excellent ride and handling. The multi-link SLA suspension allows bushing compliance to be tuned for a dramatic reduction in road noise, while maintaining Challenger's dynamic handling performance.

In the rear, Dodge Challenger's five-link independent suspension with coil springs allows independent tuning of handling and ride comfort so that each can be maximized. The Dodge Challenger's rear suspension complements the performance of the front suspension, resulting in a balanced ride.

The Dodge Challenger SRT8 offers unique performance tuning developed at race tracks throughout the United States, including Nelson Ledges, Grattan and Willow Springs. SRT-exclusive 20-inch fully forged aluminum wheels with Goodyear Eagle RS-A four-season tires are standard on the Dodge Challenger

SRT8 for 2009. Three-season Goodyear F1 Supercar tires are optional.

Dodge Challenger R/T features a sport-tuned athletic, nimble suspension and steering via increased suspension damping, spring rates, steering responsiveness and lower-aspect-ratio all-season performance 18- and 20-inch tires. Reduced body roll, precision steering and well-damped ride provide enthusiast levels of handling without compromise to ride and comfort.

The Dodge Challenger SE features a touring-tuned suspension with a standard rear stabilizer bar which balances everyday driving comfort with a feeling of control and confidence. Seventeen-inch all-season touring tires are standard on the Dodge Challenger SE. Eighteen-inch touring tires are included with an upgrade to the Dodge Challenger SE Popular Equipment Package.

### **Power Rack-and-Pinion Steering**

Power rack-and-pinion steering has an overall ratio of 16.1:1 on all 2009 Dodge Challenger models. The steering effort is varied to balance comfort and ease-of-operation with road-feel and responsiveness requirements.

Dodge engineers tuned Challenger's steering system to deliver light parking efforts, without compromising steering performance at speed. In addition, the systems are tuned to match the unique handling capabilities for each of the Dodge Challenger models.

The Dodge Challenger R/T with a manual transmission features a variable displacement power steering pump which reduces fluid temperatures while decreasing the parasitic losses to achieve improved fuel economy (0.2 mpg).

### **Brakes**

The Dodge Challenger SRT8 features a specially designed braking system that will slow and stop the car quickly, safely and predictably. All four wheels on the Dodge Challenger SRT8 are equipped with Brembo calipers that feature four pistons for even clamping performance. The vented and slotted front rotors measure 360x32 mm, while the vented rears are 350x26 mm. With a 60 to zero mph stopping distance of approximately 110 feet, the Dodge Challenger SRT8 offers customers benchmark braking.

Four-wheel disc brakes are standard on Dodge Challenger R/T models. They feature twin-piston aluminum calipers and vented rotors in the front and single-piston aluminum calipers with vented rotors in the rear. The Dodge Challenger R/T has a 60 to zero mph stopping distance of approximately 125 feet.

Four-wheel disc brakes are also standard on Dodge Challenger SE. These feature single-piston aluminum calipers and vented rotors in the front and single-piston aluminum calipers with solid rotors in the rear. These brakes have a larger effective radius than many competitive systems, providing excellent braking power for the Dodge Challenger. The Dodge Challenger SE has a 60 to zero mph stopping distance of approximately 130 feet.

Ducts located in the front fascia of the Dodge Challenger direct cooling airflow to the front brakes, which reduces front-brake temperatures by as much as 15 percent in heavy use for enhanced performance and longer life. Brake pads are tuned to match the performance characteristics of each Dodge Challenger model.

### **Quality**

By the time the 2009 Dodge Challenger goes on sale in the fall of 2008, nearly 3.2 million customer-equivalent miles will be logged by Dodge Challenger engineers.

Dodge Challenger engineers have conducted approximately a quarter of a million miles of full-scale vehicle and system testing for durability and reliability of the all-new 2009 Dodge Challenger. Testing and validation included driving

in the hills of San Francisco; the desert of Death Valley, Calif.; the salty air of Key West, Fla.; and burning rubber on the drag strip in Milan, Mich.

In addition, the 2009 Dodge Challenger has gone through more than 1,200 hours of wind noise and aerodynamic evaluations in Chrysler LLC's state-of-the-art aerodynamic and acoustic test facility in Auburn Hills, Mich.

March 19, 2008

## **More Than 25 Safety and Security Features Offered in All-new 2009 Dodge Challenger**

- Standard supplemental side-curtain air bags
- Standard advanced multi-stage air bags
- Electronic Stability Program (ESP) with traction control and brake assist
- Standard Hill Start Assist on all Dodge Challengers with manual transmission — assists drivers when launching on inclines

**New York** - Your father's Dodge Challenger didn't offer this many safety and security features.

Standard safety and security features on the all-new 2009 Dodge Challenger include supplemental side-curtain air bags and advanced multi-stage front driver and passenger air bags. Other available safety and security features include Electronic Stability Program (ESP), anti-lock brake system (ABS), all-speed traction control and brake assist.

"Vehicle safety and security are a priority at Chrysler," said Chris Nowak, Lead Engineer – Dodge Challenger, Chrysler LLC. "Our all-new 2009 Dodge Challenger has the benefit of today's safety technology, barely imagined at the time of the original. All components of active safety are enhanced, including acceleration, braking and handling."

Chrysler employs a two-fold safety approach: passive safety features including pre-tensioning seat belt retractors and supplemental side air bags, combined with active accident-avoidance safety and security features including responsive steering, braking, handling and ESP.

Following are more than 25 safety and security features offered in the all-new 2009 Dodge Challenger:

- **Advanced multi-stage air bags:** Inflate with a force appropriate to the severity of an impact. Meets FMVSS 208 advanced air bag requirements for small out-of-position occupants
- **All-speed traction control:** Senses drive-wheel slip and applies individual brakes to slipping wheels; reduces excess engine torque until traction is regained
- **Anti-lock Brake System (ABS):** Senses and prevents wheel lockup, offering improved steering control under extreme braking and/or slippery conditions — advanced ABS modulates the four brakes individually for optimum control and stopping performance
- **Auto-reverse sun roof:** Advanced sensing system that automatically engages and reverses the sun roof to the open position
- **BeltAlert:** Periodically activates a chime and illuminates an icon in the instrument cluster to remind the driver to buckle up if a vehicle is driven

without the driver being properly belted

- **Brake assist:** In a panic brake condition, the system applies maximum braking power, providing the shortest possible stopping distance
- **Child seat anchor system:** Lower Anchors and Tethers for Children (LATCH) is designed to ease installation of compatible aftermarket child seats
- **Crumple zones:** Designed to compress during an accident in order to absorb energy from an impact which decreases transfer of that energy to occupants
- **Electronic Stability Program (ESP):** Enhances driver control and helps maintain directional stability under all conditions. Provides the greatest benefit in critical driving situations such as turns and is especially valuable when driving on mixed-surface conditions including snow, ice or gravel. If there's a discernible difference between what the driver asks through the steering wheel and the vehicle's path, ESP applies selective braking and throttle input to put the vehicle back on to the driver's intended path
- **Energy-absorbing steering column:** The manual-adjust steering column utilizes two hydroformed coaxial tubes that move relative to each other in order to allow the column to move forward for enhanced energy-absorption during an impact
- **Enhanced Accident Response System (EARS):** Makes it easier for emergency personnel to see and reach occupants in the event of an accident by turning on interior lights and unlocking doors after air-bag deployment. Also shuts off the flow of fuel to the engine
- **High-intensity Discharge (HID) headlamps:** Provide approximately three times the light output of conventional reflector lamps for improved nighttime illumination
- **Hill Start Assist (HSA):** Standard on all Dodge Challengers with a manual transmission. Assists drivers when starting a vehicle from a stop on a hill by maintaining the level of brake pressure applied for a short period of time after a driver's foot is removed from the brake pedal. If throttle is not applied within a short period of time after the driver's foot is removed from the brake pedal, brake pressure will be released
- **HomeLink® universal home security system transceiver:** Stores three separate transmitter radio-frequency codes to operate garage-door openers, security gates, security lighting or other radio-controlled devices
- **Interior head-impact protection:** Interior pillars above the belt line and instrument panel, including areas around windshield and rear window headers, roof and side-rail structures are specifically designed to limit head-impact force
- **Inside emergency trunk release:** A glow-in-the-dark release handle, which may be activated in the event of an adult or child being inadvertently trapped inside the trunk
- **Knee bolsters:** The lower instrument panel and the glove-box door are designed to properly position the occupant, enabling air bags to work more effectively
- **Remote Start:** Conveniently starts the engine from outside the vehicle by using the key fob while maintaining vehicle security
- **Remote keyless entry:** Locks and unlocks doors, and turns on interior lamps. If the vehicle is equipped with a vehicle-theft security alarm, the remote also arms and disarms that system
- **Safety cage body structure:** Protects occupants by managing and controlling energy in the event of an impact
- **Seat belt guide:** Allows for optimal positioning of seat belt across shoulder and chest
- **Seat belt pretensioners:** During a collision, impact sensors initiate front seat belt pretensioners to immediately remove slack from seat belts, thereby reducing the forward movement of occupants' heads and torsos
- **Sentry Key® engine immobilizer:** Utilizes an engine key that has an embedded transponder with a pre-programmed security code to

discourage vehicle theft. When the key is inserted into the ignition, the controller sends a random number to the transponder and the engine is allowed to start. If an incorrect key is used, the engine will shut off after only a few seconds

- **Side guard door beams:** Provide occupant protection during a side impact
- **Supplemental side-curtain air bags:** Extend protection to all outboard front- and rear-seat passengers. Each side air bag has its own impact sensor in order to autonomously trigger the air bag on the side where an impact occurs
- **Tire Pressure Monitoring (TPM):** Pressure-sensor modules within the valve stems of all four road wheels send continuous radio-frequency signals to a receiver and the system informs the driver when tire pressure is too low
- **UConnect® Hands-free Communication System:** Uses Bluetooth® technology to provide voice-controlled wireless communication between the occupants' compatible mobile phones and the vehicle's onboard receiver
- **Vehicle theft security alarm:** Deters vandalism and theft, frequently lowering insurance premiums. System protects the vehicle from theft by monitoring door-ajar switches and the ignition circuit for unauthorized entry

March 19, 2008

## **All-new 2009 Dodge Challenger Loaded with Cutting-Edge Technology**

- MyGIG™ provides cutting-edge multimedia audio and entertainment system
- UConnect® Hands-free Communication System provides convenient, voice-activated communication with Bluetooth® cellular phones
- iPod interface allows the customer to control iPod with radio controls or remote-steering wheel switches
- SIRIUS® Satellite Radio offers a variety of commercial-free radio programs and music
- Remote Start starts a secured vehicle with the push of a button on the key fob
- Keyless Go allows driver to start vehicle with simple push of a button on the instrument panel
- Voice Recognition allows command and control of the entertainment system including destination entry for navigation

### **New York -**

The all-new 2009 Dodge Challenger offers customers a full range of innovative technologies.

With Keyless Go push button start, Remote Start and the UConnect® Hands-free Communication System, customers will have their hands free to enjoy the drive. To make the ride even more enjoyable, other innovative features include MyGIG™, iPod interface and SIRIUS® Satellite Radio.

“Our all-new 2009 Dodge Challenger comes armed with the flexibility to personalize the driving experience,” said Chris Nowak, Lead Engineer – Dodge Challenger, Chrysler LLC. “Dodge Challenger owners will have the ability to start their car with the simple push of a button, upload their own soundtrack for the journey, and communicate hands-free.”

### **Tuning in to MyGIG**

The all-new 2009 Dodge Challenger is available with a variety of audio systems, including the innovative MyGIG Multimedia Infotainment System that features a built-in navigation, audio, entertainment and communication system. MyGIG allows customers to use a touch screen or voice commands to control all of the features, and includes a 30-gigabyte hard drive where music and photos may be stored. An integrated music jukebox supports Gracenote file management to add song, artist and album information to music files. In addition to navigation software and mapping, the hard drive holds approximately 4,250 songs, which equals more than 150 hours of music. A

voice-memo recorder feature is also included providing drivers with the convenience of creating an audio to-do list on the go. MyGIG supports real-time traffic information, available through SIRIUS Satellite Radio, and provides alternate drive routes based on traffic.

MyGIG's voice dialogue system recognizes more than 100,000 words. The navigation system has both 2-D and 3-D bird's-eye views of roads and multiple route calculations. Maps and guidance are displayed on a 6.5-inch video graphics array (VGA) thin-filament-transistor (TFT) display. The TFT screen uses active matrix for viewing from angles up to 180 degrees — perfect for the center of an instrument panel.

All of Dodge Challenger's available radio head units feature a 3.5-mm audio input jack for easy connection to any MP3 player. The standard audio system features four speakers, AM/FM stereo and CD playback. Two premium Boston Acoustics® sound systems are available in Dodge Challenger, including a seven-speaker system with 368 total watts. This system includes seven Boston Acoustics speakers, an eight-inch single coil subwoofer and eight-channel amplifier that delivers excellent sound quality and clarity. An optional radio features an integrated six-disc CD/DVD changer that plays back CDs with MP3 and WMA files. Loading the changer with CDs or discs full of MP3-formatted music will provide thousands of miles of music.

### **UConnect Hands-free Communication System**

UConnect uses Bluetooth® technology to provide convenient, voice-activated communication between the customer's compatible mobile phone and the vehicle's onboard receiver. UConnect control buttons are integrated into the vehicle's radio head unit.

#### **UConnect features include:**

- Voice dialing: Voice commands may be used to digit-dial the phone or access pre-stored voice tags
- New phone book download feature: The phone book stored in the user's phone is automatically copied to vehicle memory. This allows the user to make calls to names stored in the phone
- Audio address book: Thirty-two names, four numbers per name, for a total of 128 phone numbers may be stored in the system
- Emergency calls and towing assistance: Voice command dials 911 or towing assistance
- Audio-system mute: Mutes the microphone for privacy
- Call transfer: Allows the customer to transfer a call from the vehicle's system to the mobile phone for privacy or when leaving the car
- Three language options: Provides English, French and Spanish language capabilities
- Multi-phone recognition: Recognizes as many as seven phones that may be used within the system

### **iPod Interface**

iPod interface is available on the all-new 2009 Dodge Challenger. iPods may be plugged into the vehicle's sound system to play music through the vehicle's speakers, charge the iPod when the ignition is on, display artists and music choices on the radio and pause play when the UConnect system receives a phone call. The iPod may be controlled with radio controls or with remote-steering wheel switches if equipped. The system uses a Universal Customer Interface (UCI) connector located in the center console.

## **SIRIUS Satellite Radio**

SIRIUS provides customers with more than 130 channels, including 100 percent commercial-free music, as well as sports, news, talk, entertainment, traffic and weather. SIRIUS also broadcasts live play-by-play games from the NFL, NBA and NHL. Dodge Challenger owners may stream SIRIUS programming through their home computers via a high-speed Internet connection at no additional charge.

Real-time traffic navigation is enabled by SIRIUS Satellite Radio. SIRIUS utilizes its nationwide satellite-radio broadcast capabilities to provide subscribers with updated traffic information where available and selects the best available route.

## **Remote Start**

Remote Start is available on Dodge Challenger R/T and SRT8® models with an automatic transmission. With Remote Start, the customer may start the vehicle from up to 300 feet away by using the key fob.

## **Keyless Go**

Also available on the Dodge Challenger is the Keyless Go function that allows the driver to start the vehicle with the simple push of a button on the instrument panel. With the Keyless Go function, a driver may start or stop the engine as long as the vehicle key fob is within the vehicle passenger compartment.

March 19, 2008

## **New 2009 Dodge Challenger SRT8®**

The Ultimate Modern American Muscle Coupe

- New 2009 Dodge Challenger SRT8® to offer six-speed manual transmission — or five-speed automatic with Auto Stick — mated to a 425 horsepower 6.1-liter HEMI® V-8
- All-new limited-slip differential for 2009 delivers even better track performance
- New TorRed and B5 Blue (late availability) Dodge Challenger SRT8 colors
- Goes from zero to 60 mph in less than five seconds and 60 to zero mph in approximately 110 feet

**New York** - Even more Dodge Challenger performance: The new 2009 Dodge Challenger SRT8® builds on the performance of the 2008 Challenger SRT8 with the addition of a limited-slip differential and a six-speed manual transmission.

“The 2009 Dodge Challenger SRT8 builds on the enthusiasm that started with the 2008 model, thanks to a host of new features designed to delight pure driving enthusiasts,” said Mike Accavitti, Director – Dodge Brand and SRT Global Marketing, Chrysler LLC. “While staying true to the original Challenger formula, Dodge and SRT have added a six-speed manual transmission, a limited-slip differential, new colors, a new look for the hood stripes and a classic “pistol-grip” shifter. The result is a Dodge muscle car packed with modern amenities and features any enthusiast will love.”

Developed by Chrysler’s in-house performance engineering organization, Street and Racing Technology, the new 2009 Dodge Challenger SRT8 was engineered with a focus on the five pillars of every SRT vehicle: bold exterior design that resonates with the brand image, a race-inspired interior, world-class ride and handling across a dynamic range, a standout powertrain and benchmark braking.

“At SRT, we take pride in always engineering benchmark performance, and then building on it, never resting on our laurels,” said Kipp Owen, Director – SRT Engineering. “With a limited-slip differential and a new six-speed manual transmission in the 2009 Challenger SRT8, we’ve proven once again that SRT always raises the bar in the performance vehicle marketplace.”

### **Standout Powertrain**

The 2009 Dodge Challenger SRT8’s 425 horsepower (317 kW) and 420 lb.-ft. of torque (569 N•m) are the result of SRT’s exclusive, proven 6.1-liter HEMI V-8 engine.

The normally aspirated 6.1-liter HEMI V-8 is the highest naturally aspirated specific-output V-8 engine ever offered by Chrysler. Its 69.8 horsepower-per-liter rating exceeds even that of the legendary 1966 "Street HEMI."

The Challenger SRT8's powerful HEMI is mated to either an all-new six-speed manual transmission, or the proven five-speed automatic with Auto Stick. The all-new six-speed — the Tremec TR-6060 — is matched with a race-inspired dual-disc clutch and was first offered on the 2008 Dodge Viper SRT10.

The TR-6060 is the latest evolution of the Tremec T56 six-speed manual. The TR-6060 manual transmission is a six speed with dual overdrive. Fifth and sixth gears both feature overdrive ratios. First and second gears have triple synchronizing cones, while the remaining gears have double synchronizing cones. A remote shifter connects the transmission to a classic "pistol-grip" shifter.

Dodge Challenger SRT8's five-speed automatic transmission features an aggressive first gear ratio providing outstanding launch performance. Auto Stick gives the driver the ability to select a higher or lower gear, while the transmission controller calibration prevents fuel shutoff during power shifts.

Fully adaptive electronic control of all shifting makes the powertrain feel responsive without harshness. Electronically controlled engine torque management provides smooth full-throttle launches, quick wide-open-throttle up-shifts, and smoother, quicker two-step, down-shifts. Extensive use of an electronically modulated converter clutch (EMCC) improves fuel economy while maintaining smooth operation.

#### **All-new Limited-slip Differential**

New for the 2009 Dodge Challenger SRT8 is a limited-slip differential, resulting in even more on-track performance for the ultimate American muscle coupe.

Carbon clutch packs are built into each side of the differential. When torque is transmitted through the differential, the clutch packs engage to prevent wheel slip. The greater the torque going to the wheels, the greater the "locking effect," sending torque to the side that is needed. The limited-slip differential is a more efficient transmittal of torque because it senses the torque and transfers it quicker, before wheel slip occurs. The result is a better handling vehicle on the track.

The limited-slip differential housing is a lightweight aluminum die casting offering improved thermal and weight savings advantages. The final drive ratio is 3.91.

#### **World-class Ride and Handling**

With a ride height one-half inch lower than the Challenger R/T and SE models, SRT-tailored spring and shock rates, sway bars and a uniquely tuned Electronic Stability Program (ESP), Dodge Challenger SRT8 delivers the ultimate in ride and handling for both the street and the race track.

Built on a unibody construction, the new 2009 Dodge Challenger SRT8 features a multi-link short- and long-arm (SLA) front suspension. The front suspension cradle combines hydroformed steel tube side rails with a stamped box section lateral member to provide the appropriate level of stiffness. The stiffness is tuned to avoid the transmission of noise, vibration and harshness (NVH) into the passenger compartment.

The new 2009 Dodge Challenger SRT8 sports a five-link Independent Rear Suspension (IRS). IRS offers a better ride by allowing for independent tuning of ride and handling characteristics. Multiple links maintain independent control of camber and toe during suspension movement. Lower unsprung mass offers a better ride and the decoupling of left and right wheels over road imperfections maintains better tire contact with the ground and results in better ride comfort.

Multiple bushings in the IRS offer the flexibility to tune for ride and comfort. In addition, stabilizer bar attachments to the knuckles provide maximum response to vehicle lean.

The 2009 Challenger SRT8 rides on SRT-exclusive 20-inch fully-forged Alcoa aluminum wheels. They wear either standard four-season Goodyear Eagle RS-A tires or optional three-season Goodyear F1 Supercar tires.

For 2009, SRT engineers fine-tuned suspension settings for both performance tires.

“SRT took what we developed for the 2008 Dodge Challenger SRT8, and fine-tuned it even more for specific performance situations,” said Owen. “Customers wanting a suspension that is tuned more aggressively for handling can now get the three-season performance tires in 2009.”

### **Benchmark Braking**

Benchmark braking, one of the pillars of SRT, is delivered via an SRT-engineered braking system for the 2009 Dodge Challenger SRT8 that will slow and stop the car quickly, safely and predictably.

All four wheels are equipped with red painted Brembo calipers that feature four opposing pistons on a fixed caliper for even clamping performance. 360 x 32mm vented rotors are found up front and 350 x 26mm vented rotors are in the rear. With a 60–0 mph stopping distance of approximately 110 feet, the all-new Dodge Challenger SRT8 offers customers renowned SRT benchmark braking.

The SRT-exclusive braking system includes brake knockback mitigation software for even better track response. The system senses lateral acceleration and effectively primes the system in anticipation for the next brake application.

### **Bold Exterior Design**

The new 2009 Dodge Challenger SRT8 offers exterior styling cues that are unmistakably Dodge. Exterior proportions evoke a bold, instantly recognizable vehicle that has a wide, stable stance on the road. A full-width grille and fog lamps reminiscent of the original Challenger are married to the modern “Dodge attitude.” The result is an aggressive face that is unmistakably a muscle car. The hood — with a raised center, new-for-2009 black stripes and functional dual scoops — stays true to the Dodge Challenger heritage, as does the A-line and belt line.

The Challenger SRT8 front end incorporates numerous functional design features. A lower front fascia chin spoiler has integrated functional brake cooling ducts. The chin spoiler improves front stability of the vehicle by reducing front lift. The additional front wheel spats further improve aerodynamic performance of the Dodge Challenger SRT8. The Challenger SRT8 utilizes full bellypan closures under the engine compartment for improved aerodynamics and reduced engine box temperatures. Dual hood scoops allow engine bay venting for the 6.1-liter HEMI V-8.

A black rocker panel and rear valance amplify the Challenger SRT8’s classic aggressive look.

The rear spoiler is not only reminiscent of the original Dodge Challenger T/A model, but is a functional part of the Dodge Challenger SRT8, generating significant rear downforce.

New colors for the 2009 version of the Challenger SRT8 are classic B5 Blue (late availability) and TorRed — in addition to Brilliant Black Crystal Pearlcoat and Bright Silver Metallic.

### **Race-inspired Interior**

original Dodge Challenger — and the more recent Challenger concept car — for inspiration, while offering consumers a wide array of modern amenities and interior finishes.

New for the 2009 Dodge Challenger SRT8 is a classic “pistol-grip” shifter. Reminiscent of the original Dodge Challenger shifter, the new “pistol-grip” shifter is the finishing touch for the modern interior in the Dodge Challenger SRT8.

Other interior 2009 Challenger SRT8 highlights include race-inspired leather seats with added bolstering and an exclusive red accent stripe, exclusive stitched accents on the seats and steering wheel, four-bomb gauges with tachometer and 180-mph speedometer in the center, and an SRT-exclusive Reconfigurable Display (RCD) with Performance Pages that provide drivers instant feedback on zero to 60 mph time, 60 to zero mph braking, g-forces and 1/4-mile time.

The trapezoidal theme of the door and gauge cluster, the dark headliner and the slanted shifter console are all based directly on the original Dodge Challenger.

### **2009 Dodge Challenger SRT8 Performance Targets**

0–60 mph 4.9 seconds

0–100–0 mph 16.5 seconds

1/4-mile 13.3 seconds

Skid pad 0.88g

60–0 mph Approximately 110 feet

March 19, 2008

## **Brampton Assembly Plant to Produce All-new 2009 Dodge Challenger**

- Brampton, Ontario, Canada plant prepares to produce highly anticipated muscle car
- Chrysler's commitment to Canada continues
- \$151 million program investment at Brampton facility

**New York** - Chrysler LLC's Brampton Assembly Plant near Toronto, Ontario, Canada, will produce the all-new 2009 Dodge Challenger. The Brampton plant currently produces the Chrysler 300 and Dodge Charger.

"This is good news that the Dodge Challenger will be added to the production line-up," said Frank Ewasyshyn, Executive Vice President – Manufacturing, Chrysler LLC. "From concept to production in just 21 months, vehicles like Dodge Challenger are critical to keeping our plants humming and our dealerships busy."

A \$151 million (USD) program investment in 2007 at the Brampton Assembly Plant will allow the Dodge Challenger to be built on the same assembly line as the Chrysler 300 and Dodge Charger.

The Brampton facility underwent modifications to accommodate the all-new Dodge Challenger's production requirements. The installation of new technology will also benefit future product launches and additional product variants due to the greater levels of flexibility.

Modifications to the Body Shop's under-body system, an enabler of flexibility, give the plant the ability to maintain production of the 2008 Chrysler 300 and Dodge Charger concurrent with pilot production for the all-new 2009 Dodge Challenger. The system carries the under-body components for all vehicles on the same line, eliminating the need for separate conveyor lines for each product.

Forty-two new robots were added in the Body Shop in order to weld the vehicle's unique body sub-assemblies which will also accommodate future models and product variants at reduced investment levels. A total of 550 robots will now be used in the plant.

Paint Shop modifications include new robotic applications for painting the Dodge Challenger's unique shape.

"Brampton Assembly continues Chrysler's flexible manufacturing characteristics of building several different vehicles under the same roof," said Ewasyshyn. "This flexibility allows the plant to build and pilot multiple products simultaneously through rolling launches, which minimizes production loss and reduces downtime."

In a rolling launch, pre-production vehicles are built and tested on the same assembly line where current vehicles are manufactured. They are steadily ramped up while not compromising existing production at the plant. This manufacturing flexibility allows Chrysler to improve the quality, cost and timing of its vehicle launches and allows for adjustments to production volumes of different products in order to react quickly to customer demand.

### **Flexible Manufacturing Strategy (FMS)**

The key to the flexible manufacturing process is the order in which the body is assembled using a unique under-body system in the body shop. A flexible pallet system has been used at the company's Windsor Assembly Plant in Windsor, Ontario where the Chrysler Town & Country and Dodge Grand Caravan are built, Sterling Heights Assembly Plant in Michigan where the Chrysler Sebring Sedan, Sebring Convertible and Dodge Avenger are manufactured, as well as the Toledo North Assembly Plant in Ohio, where the Jeep® Liberty and Dodge Nitro are produced. This means that the same production system may be used to build minivans, sedans, convertibles and sport-utility vehicles.

Flexible manufacturing was first used in the launch of the 2001 Chrysler Town & Country and Dodge Caravan series of minivans in the summer of 2000 at the Windsor Assembly Plant.

Lean manufacturing and product development strategies also allow Chrysler to bring new models like the Dodge Challenger to market quickly. The Dodge Challenger was first revealed as a concept vehicle at the North American International (Detroit) Auto Show in January 2006. Later that same year, it was announced that Dodge Challenger would go into production in 2008.

### **Brampton Assembly**

The Brampton Assembly Plant was built in 1986 and was later acquired by Chrysler Corporation with the purchase of American Motors Corporation in August 1987. Production of vehicles began in June 1992. The Chrysler Concorde and Dodge Intrepid began production in September 1997 and the Chrysler LHS and 300M in April 1998. Production of rear-wheel-drive vehicles started in 2004 with the launch of the Chrysler 300 and Dodge Magnum. Production of the Dodge Charger was launched in early 2005.

The 2.95 million square-foot facility along with the Brampton Satellite Stamping Plant occupies 269 acres and together employs approximately 3,800 workers. The satellite stamping facility was completed and production started in December of 1991.

March 19, 2008

## **Mopar® to Offer a Wide Variety of Accessories and Performance Parts for the All-new 2009 Dodge Challenger**

**New York** - To meet the increased demand for vehicle customization, Mopar® will offer a wide variety of accessories and performance parts for interior and exterior appearance as well as power enhancements for the all-new 2009 Dodge Challenger. Mopar's accessories and performance parts feature precise fit and finish and are designed and engineered to meet all of Chrysler LLC's original equipment corrosion protection specifications and durability standards.

"Whether our customers want to transform the exterior or interior of their all-new 2009 Dodge Challenger or give it a horsepower kick, Mopar's Accessories and Performance Parts allow them to make a singular, personal statement to the world," said Simon Boag, President – Mopar/Global Service and Parts, Chrysler LLC.

Following are significant Mopar Accessories and Performance Parts for the all-new 2009 Dodge Challenger:

### **Authentic Dodge Accessories from Mopar**

#### Exterior

- Ram air hood: Replacement aluminum hood features historically inspired scoop that pays respect to Dodge heritage
- Rear spoiler: Molded for strength, good looks and designed exclusively to match Dodge Challenger's sporty appearance
- 20-inch "heritage" wheel: Forged-aluminum five-spoke wheel with classic styling and polished bright clear coat
- 18-inch cast wheels: Five-spoke retro design with bright machined spokes and black-painted pockets
- Challenger graphics packages: Heritage-inspired designs constructed of production-quality material
- Deluxe splash guards (front and rear): Molded to Dodge Challenger's contours for a custom fit to provide excellent lower-body protection
- Rear park distance sensors: Sensor technology sends ultrasonic waves at 40,000 times-per-second to detect obstacles behind Dodge Challenger and alert driver to objects
- Vehicle cover: Constructed of premium material with custom fit for the vehicle's contour with double-stitched seams, includes convenient storage bag with Dodge Challenger logo

#### Interior and Electrical

- "T-grip" automatic shift handle: Molded for an ergonomic fit. Features bright chrome finish and Mopar logo

- Bright pedal kit (automatic transmission only): Finely crafted from polished stainless steel and designed to fit production pedals
- Custom center stack and console: Replacement appliqués finished in two unique colors — Inferno Red and Deep Water Blue
- Door sill kit: Adds a touch of brushed stainless steel while protecting interior sills from scratches. Embossed with Dodge Challenger logo
- Premium floor mats: Constructed from 24-ounce luxury carpet and color coordinated to Dodge Challenger's interior — features a stitched Dodge Challenger logo
- KICKER® audio upgrades: Exclusive audio upgrades from the world's premier high-performance car audio manufacturer
- iPod integration kit: Allows iPod integration with the vehicle's audio system
- Garmin Nuvi Portable Navigation System: Helps identify the best route using the industry leader's portable navigation system
- Premium trunk mat: Constructed from 24-ounce luxury carpet and matches the trunk floor profile. Features stitched Dodge Challenger logo

### Mopar Performance Parts

- Functional ram air-intake system: Creates ram air effect at speeds of 40-plus miles-per-hour by integrating Mopar hood and Mopar cold-air intake system
- Cold-air intake system: Provides noticeable horsepower and torque gains by routing cool air through a directional cone filter into intake manifold
- Low-restriction air filter: Direct replacement for the factory-installed filter. Offers high-flow/low-restriction to improve throttle response, filtration and horsepower
- Rear-exit/low-restriction Cat-back Exhaust System: Features reflective sound cancellation (RSC) no-drone technology, 2.75-inch, 304-liter stainless steel mandrel bent tubing, stainless clamps and polished 4-inch pro-series exhaust
- Long-tube exhaust headers (automatic transmission only): Add estimated 14–17 horsepower gain
- Coil-over suspension kit: Allows up to 1.625-inch ride-height drop
- Stage I performance springs: Reduce ride height 1-inch for that low, custom look. For owners who desire a sporty yet comfortable ride
- Strut tower brace: Reduces body flex in the front end. Improves handling and drivability
- Forged crankshaft for 5.7-liter HEMI® and 6.1-liter HEMI: High-strength premium quality 4104 forged-steel crankshafts deliver outstanding performance gains
- 5.7-liter HEMI and 6.1-liter HEMI street camshafts: Designed, developed, dyno- and track-tested for increased power and rpm
- CNC-ported 5.7-liter HEMI and 6.1-liter HEMI cylinder heads: Bolt-on cylinder heads designed to optimize flow while maintaining optimum port velocity
- Performance gauges: Utilize reverse lighting technology to radiate intense, blue LED through the dial. Provides at-a-glance readings day or night

### **Seventy Years of Mopar**

When Chrysler bought Dodge in 1928, the need for a dedicated parts manufacturer, supplier and distribution system to support the growing enterprise led to the formation of the Chrysler Motor Parts Corporation (CMPC) in 1929.

Mopar (a simple contraction of the words MOtor and PARts) was trademarked for a line of antifreeze products in 1937. It was also widely used as a moniker for the CMPC. The Mopar brand made its mark in the 1960s — the muscle car

era. The Chrysler Corporation built race-ready Dodge and Plymouth “package cars” equipped with special high-performance parts. Mopar carried a line of “Special Parts” for super stock drag racers and developed its racing parts division, which was called Mopar Performance Parts, to enhance speed and handling for both road and racing use.

Today, Chrysler LLC’s Global Service & Parts division is responsible for the manufacturing and distribution of nearly 250,000 authentic Mopar replacement parts, components and accessories for Chrysler, Jeep® and Dodge vehicles sold around the world. To assure quality, reliability and durability, all Mopar parts and accessories are designed in strict adherence to Chrysler engineering standards.

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## **Dodge Challenger: History of the Dodge Pony Car**

**Auburn Hills, Mich.** - Although the Dodge Challenger was the last entrant in the pony car ranks of Detroit's Big Three, it arrived with something its competitors didn't have: the greatest range of powertrain choices in the industry, from the small but durable 225-cubic-inch "Slant Six" to the fearsome "Elephant Motor" — the 426 HEMI®.

And although it lasted only five model years, the Dodge Challenger became one of the most storied muscle car nameplates in automotive history, with meticulously restored and rare examples today selling for six-figure prices.

### **1970**

The Dodge Challenger made its debut in the fall of 1969 as a 1970 model. While it shared Chrysler's "E-body" short-deck, long-hood platform with the third-generation Plymouth Barracuda, Dodge Challenger's wheelbase was two-inches longer, creating more interior space.

The Dodge Challenger was originally offered as a two-door hardtop or convertible, in base, SE (Special Edition), R/T (Road/Track) and T/A (Trans-Am) trim. But it was the range of powertrain choices that was truly remarkable:

- 225-cubic-inch I-6; 145 horsepower
- 318-cubic-inch V-8; 230 horsepower
- 340-cubic-inch V-8; 275 horsepower (290 horsepower in the T/A)
- 383-cubic-inch V-8; 290 horsepower
- 383-cubic-inch V-8; 330 horsepower
- 383-cubic-inch V-8; 335 horsepower
- 426-cubic-inch HEMI V-8; 425 horsepower
- 440-cubic-inch V-8; 375 horsepower
- 440-cubic-inch V-8; 390 horsepower

Driveline choices for various engines included Chrysler's TorqueFlite automatic transmission and a three- or four-speed manual which could be equipped with a Hurst "pistol-grip" shifter. Big-block Challengers could be ordered with a heavy-duty Dana 60 differential equipped with limited-slip differential.

Even the paint schemes said "performance," with colors including Plum Crazy and HEMI Orange, accented with "bumblebee" stripes. Customers could further customize their cars with twin-scooped hoods, "shaker" hoods, and rear deck wings.

Befitting the brand's performance heritage, the Dodge Challenger went racing in its first year. For the street, it was offered in the limited-edition T/A model to meet homologation requirements for Sports Car Club of America (SCCA)

Trans-Am racing. The T/A was one of the first production vehicles to offer different size tires in the front and back; E60 x 15-inches front and G60 x 15-inches rear.

In 1970, Sam Posey drove the lone Trans-Am racing Challenger, prepared and run by Ray Caldwell's Autodynamics Race Shop. While he didn't win a race in the No. 77 car, Posey finished fourth overall in points.

Drag racers including Dick Landy and Ted Spehar also campaigned Challengers in the National Hot Rod Association's new Pro Stock class. In 1970 and 1971, the HEMI-lowered Challengers (and Plymouth 'Cudas) virtually ruled the class.

On the big screen, a 1970 Challenger R/T starred in the film *Vanishing Point*, a high-speed pursuit movie that has become a cult favorite with muscle-car fans. The movie was remade for television in 1997. Other 1970 Dodge Challengers have been seen in films including *Used Cars*, *Natural Born Killers* and *Phantasm I and II*; and in television shows including *Mod Squad*.

For the 1970 model year, just over 83,000 Dodge Challengers were sold.

### **1971**

In 1971, designers made subtle styling changes to the Dodge Challenger, providing new treatments to the taillamps and grille. The single-taillamp design from 1970 became two distinct lights for 1971, and a new-for-1971 twin-inlet Challenger grille was painted silver on standard models and black on R/Ts. Challenger R/T models also received a set of fiberglass quarter-panel louvers. An additional coupe model with fixed quarter windows was added to the lineup.

As in 1970, a wide range of trim levels, exterior colors and striping options made the Dodge Challenger easy for customers to create a special car. However, for 1971, Dodge dropped the T/A (it was no longer racing in Trans-Am), SE models and R/T convertible.

New EPA emission standards led to some powertrain changes; the optional 375-horsepower 440-cubic-inch was eliminated, as was the Six Pack-equipped 340-cubic-inch powerplant. The 383-cubic-inch Magnum engine was detuned to 300 horsepower by lowering the compression ratio for improved emissions. However, a 390-horsepower six-pack 440 V-8 was available, and the 425-horsepower 426-cubic-inch HEMI still topped the vast engine offerings.

A Dodge Challenger paced the Indianapolis 500 race in 1971. Dodge produced 50 Challenger convertible pace car replicas; all painted HEMI Orange with white tops and interiors.

### **1972**

With escalating insurance rates and new EPA emissions mandates, more changes came to the Dodge Challenger in 1972. Also, SAE revised the torque and horsepower rating test from a "gross" to a "net" as installed in the cars. This reduced all ratings 20–30 percent, making them non-comparable to previous ratings.

Only three engines were available in the 1972 Dodge Challenger: the 225-cubic-inch Slant Six with 110 horsepower, the 318-cubic-inch V-8 with 150 horsepower and the 340-cubic-inch V-8 with 240 horsepower. All were equipped to use the then-new unleaded fuel.

With convertible sales in steady decline over several years, the 1972 Dodge Challenger was offered in hardtop form only. The sun roof had become a more popular alternative, and was offered as an option for just over \$400.

New front-end styling in 1972 featured a larger "egg-crate" grille. It was painted argent for standard Challengers and black on the Challenger Rallye performance model, which replaced the R/T. The Challenger's taillamp design

included twin lights on each side, with the center panel painted the same color as the grille. The Rallye model was also equipped with four small scoops on the front fenders.

### **1973**

Beginning in 1973, the federal government mandated new bumper-impact standards that resulted in the only changes to the Dodge Challenger exterior — five-miles-per-hour bumpers equipped with large rubber guards that extended out from the bodywork.

Inside, grained vinyl was the only available seating material, but a new instrument-cluster design was part of the Rallye option package. The Rallye was eliminated as a separate model, although customers could create one with options.

Under the hood, the six-cylinder engine was no longer available; the 150-horsepower 318-cubic-inch V-8 was standard, with the 240-horsepower 340-cubic-inch V-8 as the only option.

### **1974**

With insurance rates for performance cars skyrocketing, more safety equipment led the short list of changes for the 1974 model-year Dodge Challengers.

Inside, lap and shoulder belts were equipped with an inertia reel. In addition, there was a federally mandated seatbelt-ignition interlock, which prevented the car from being started if the driver or passenger didn't buckle up.

The Dodge Challenger offered a different engine option for 1974. With the 318-cubic-inch V-8 still standard, a 360-cubic-inch V-8 producing 245 horsepower replaced the 340-cubic-inch V-8 as the only option.

In April 1974, Challenger production ceased. Over a five-year span, approximately 188,600 Dodge Challengers were sold.

### **1978-1984**

Beginning in 1978 — the year the U.S. Corporate Average Fuel Economy (CAFE) standard took effect — Dodge offered a new Challenger two-door coupe imported from Mitsubishi. It was offered with a standard 1.6-liter, 77-horsepower I-4 engine, with a 2.6-liter, 105-horsepower four-cylinder as an option.

Slightly restyled in 1981, the Dodge Challenger soldiered on until 1984, replaced by the growing stable of Chrysler Corporation's K-platform compacts and a new import from Mitsubishi, the Dodge/Plymouth Conquest.

Over its six-year run, sales of the imported Dodge Challenger averaged between 12,000 and 14,000 units per year.

### **2006**

At the North American International Auto Show in Detroit in January 2006, Chrysler unveiled the Dodge Challenger concept to immediate acclaim. Based on the company's advanced rear-wheel-drive LX platform and its legendary HEMI engine, the Dodge Challenger concept featured the long hood, short deck, wide stance and two-door coupe body-style that resembled the iconic Challengers of the 1970s.

Over the next several months, the company received repeated pleas from consumers and the media to build the car.

### **2008**

The Dodge Challenger returns to the streets with the reveal of the all-new 2008 Dodge Challenger SRT8® at the Chicago Auto Show. The Dodge Challenger SRT8 offers all that pony car fanatics crave: ground shaking performance,

unmistakable design cues reminiscent of the original Challenger, world-class ride and handling characteristics and benchmark braking.

The introduction of the all-new 2009 Dodge Challenger at the New York International Auto Show brings a full lineup of Dodge Challengers to the marketplace. From the maximum performance of the Dodge Challenger SRT8 to the cutting-edge technology of Dodge Challenger SE, the 2009 Dodge Challenger offers a full menu of options for every customer.

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## 2009 Dodge Challenger Key Suppliers

### New York -

Commodity	Supplier
Air bags	Takata, TRW
Audio system	
AM/FM six-disc DVD/MP3 radio	Alpine
Navigation system	Harmon Becker
Speakers	Base — Panasonic, Foster Premium — Boston Acoustics® SRT8® — Stillwater
Brake calipers	Bosch (SRT8 — Brembo)
Console	Collins & Aikman
Cooling module	Valeo
Door trim	Intier
Hard trim	Collins & Aikman
Drive shaft	Rotorion
Electronic Stability Program (ESP)	Continental Teves
Exhaust system	Eberspaecher North America
Fascia	Rimply
Glass	
Backlight	PPG
Door glass	PPG (Quarter glass — Magna Donnelly)
Windshield	PPG
Half shaft	Delphi
Headlamps	SL America
Instrument cluster	Siemens
Mirrors — Exterior	Lowell Engineering
MyGIG™ Entertainment	Harmon Becker
Overhead system	JCI
Satellite radio service	SIRIUS®
Seat belts	Takata