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## **New 2012 Challenger Rallye Redline Delivers More Excitement And Red-hot Dodge Style At Spring Fest**

- New 2012 Dodge Challenger Rallye Redline turns up the heat with unique red-hot exterior accents, 305 horsepower and performance suspension
- New Redline Red exterior striping paired with Black Chrome 20-inch wheels with Redline Red accented lip deliver a modern muscle car look
- Standard Dark Slate Gray or new Radar Red leather performance seating
- Efficient performance: Dodge Challenger Rallye Redline features the 3.6-liter aluminum Pentastar V-6 engine delivering 305 horsepower and 27 highway mpg paired with steering wheel mounted paddle shifters
- Available this April with a Manufacturer's Suggested Retail Price (MSRP) of \$28,745 (excluding \$925 destination)
- With more than 1,000 registered vehicles, the seventh annual Spring Festival of LXs is the largest owner gathering of Dodge Chargers, Dodge Challengers, Dodge Magnums and Chrysler 300s in North America

March 22, 2012, Irvine, Calif. - Evolving into the largest homecoming of modern Dodge rear-wheel-drive performance cars, the seventh annual Spring Festival of LXs marked the perfect opportunity to reveal the new 2012 Dodge Challenger Rallye Redline. With its powerful and efficient 305 horsepower engine, paddle-shifting transmission, performance suspension designed to maximize the muscle car's near 50/50 weight distribution for improved handling, and all-new red hot styling enhancements — this new Challenger delivers exactly what Dodge fans want.

"Infused with Dodge DNA, the new Challenger Rallye Redline adds even more excitement to our iconic muscle car, and to show our appreciation to our most hard-core enthusiasts, we revealed this new model at Spring Fest," said Reid Bigland, President and CEO, Dodge Brand — Chrysler Group LLC. "With its unique Redline Red accented exterior details, available Radar Red leather, performance suspension and brakes, and 305 horsepower V-6 with paddle shifters getting 27 mpg — this new Challenger fuses the nameplate's iconic heritage with modern Dodge styling and performance."

### **New red hot styling details**

Based on the 2012 Dodge Challenger SXT Plus, the new Challenger Rallye Redline model adds even more 'bad boy' attitude and head-turning style to the brand's iconic coupe.

Flanking the center of the Dodge Challenger Rallye Redline's performance hood scoops, roof and deck lid is its signature Redline Red stripe with two thin side stripes for added detail. A body-color painted deck-lid spoiler adds to the performance look, while continuing the Redline Red triple stripe pattern at the center.

Filling the wheel wells, the Dodge Challenger Rallye Redline features new 20-inch Black Chrome wheels with a Redline Red lip and inner drum for a one-of-a-kind look. In addition, wider P245/45R20 Firestone Firehawk all-season performance tires provide greater contact with the road and a lower sidewall profile for improved steering precision and at-the-limit handling.

All-new to the Dodge Challenger Rallye Redline model is the availability of heated front performance seats in Radar Red leather. In addition, Dodge Challenger's class-exclusive seating for five may be wrapped in Dark Slate Gray leather.

The Dodge Challenger Rallye Redline is available in four colors, including Bright Silver Metallic, Tungsten Metallic,

Bright White and Pitch Black.

### **Track-tuned performance**

The new 2012 Dodge Challenger Rallye Redline combines world-class ride and refinement with its 305 horsepower aluminum Pentastar V-6 engine and track-tuned performance suspension to deliver a thrilling driving experience.

The Dodge Challenger's 3.6-liter Pentastar V-6 engine features a cold-air induction system and dual exhausts from the headers back to the exhaust tips for maximum output. The result is 305 track-ready horsepower (227 kW) at 6,350 rpm and a responsive 268 lb.-ft. (363 N•m) of torque at 4,800 rpm. The engine's torque exceeds 90 percent of its peak value from 1,800 to 6,400 rpm, which provides outstanding drivability and responsiveness. Thanks to its all-aluminum design, the 3.6-liter Pentastar V-6 engine provides the new Dodge Challenger Rallye Redline with a 52.4 / 47.6 front-to-rear weight distribution for improved balance and handling.

Enabling even more spirited driving with its five-speed Auto Stick transmission are die-cast zinc steering-wheel mounted paddle shifters. Race-inspired with precision feel, Dodge Challenger Rallye Redline's paddle shifters are ergonomically located behind the sporty thick-rimmed three-spoke Dodge steering wheel for maximum control.

And to deliver improved all around acceleration, the Dodge Challenger Rallye Redline replaces its 2.65:1 rear-axle ratio for a more responsive 3.06:1 unit.

Upping the ante, the Dodge Challenger Rallye Redline features the Super Sport Group as standard equipment and includes: performance-tuned suspension with 42 percent firmer front and 22 percent firmer rear monotube shocks. A larger 1.18-inch (30 mm) front and a 0.78-inch (20 mm) rear-sway bar replace 1.06-inch (27 mm) and 0.62-inch (16 mm) bars, respectively and add to the Dodge Challenger's cornering capabilities. A performance-tuned steering calibration delivers 25 percent quicker steering and 20 percent heavier on-center feel. Topping off the handling upgrade are larger and wider 20 x 8.0-inch (replacing 18 x 7.5-inch) wheels with wider P245/45R20 all-season performance tires (replacing P235/55R18 tires).

Making sure the Dodge Challenger Rallye Redline delivers world-class levels of stopping power, larger performance disc brakes replace the standard set. At the front, dual-piston front calipers replace single-piston units and larger 13.6 x 1.26-inch (345 x 28 mm) vented rotors replace 12.6 x 1.1-inch (320 x 28 mm) vented rotors. At the rear, 12.6 x 0.87-inch (320 x 22 mm) vented rotors replace 12.6 x 0.4-inch (320 x 10 mm) solid rotors.

Dodge Challenger Rallye Redline also includes a tremendous level of standard equipment found on every 2012 Challenger SXT Plus, including: Uconnect™ hands-free phone, six Boston Acoustic Speakers with 276-watt amplifier, premium Nappa leather faced seats, heated front seats, SIRIUS/XM satellite radio with 12-month subscription, fog lamps, dual exhausts, automatic temperature control, power 10-way driver's seat, cruise control, Electronic Stability Control (ESC), Keyless Enter 'n Go, and six standard airbags.

### **Just in time for spring**

The new Dodge Challenger Rallye Redline is available for ordering now and arrives at Dodge dealerships this April with a Manufacturer's Suggested Retail Price (MSRP) of \$28,745 (excluding \$925 destination).

### **About Spring Festival of LXs**

Evolving into one of the largest gatherings of Chrysler and Dodge car owners in North America, the seventh annual Spring Festival of LXs in Irvine, Calif., is a celebration of approximately 1,000 of the most "tricked out" Chrysler 300s, Dodge Chargers, Dodge Challengers and Dodge Magnums.

Chrysler and Dodge LX (original vehicle platform code for Chrysler 300, Dodge Charger and Dodge Magnum) vehicles are some of the most customized and accessorized vehicles in the country. Chrysler and Dodge LX owners are also some of the most active in online forums, and the Spring Festival of LXs turns their virtual community into reality as a large meet-and-greet owner opportunity along with exclusive roundtable forums with the people who design, engineer and manufacture these Chrysler and Dodge vehicles.

Seven years ago, this event started as a small group and active community of online "LX" owners and forum users. Today, the Spring Festival of LXs has expanded into a collaboration that includes Chrysler Group's California Business Center, aftermarket vendors, vehicle displays and family-friendly fun with music, food and prizes. For more

information, visit [www.socallx.com](http://www.socallx.com)

### **About the Dodge Challenger**

The 2012 Dodge Challenger delivers exactly what muscle car enthusiasts want — a powerful and efficient engine lineup, a performance suspension designed for maximum grip, and athletic head-turning styling — all executed with quality and precision.

The Dodge Challenger SXT models package feature the lightweight, aluminum 3.6-liter Pentastar™ V-6 engine with 305 horsepower (227 kW), responsive 268 lb.-ft. (363 N•m) of torque and up to 27 mpg highway. With legendary 5.7-liter HEMI® V-8 engines under their hoods, the 2012 Challenger R/T models delivers up to 375 horsepower (280 kW), 410 lb.-ft. (556 N•m) of torque and 25 mpg highway.

With customization options, including hood-to-fender stripes, dual stripes, bodyside stripes, nostalgic paint colors and a choice of seven different wheel designs, Dodge Challenger sits apart from the pack and perfectly combines fun, nostalgia and power in one car.

All-new die-cast zinc steering-wheel mounted paddle shifters enable even more spirited driving and are now available on Dodge Challenger SXT Plus package and R/T models with five-speed Auto Stick transmission.

Innovative Uconnect® Media Center radios (430, 430N and 730N) integrate a 6.5-inch touchscreen display with a 20 to 28-gigabyte hard drive for additional storage, USB port with iPod control, segment-leading Garmin® navigation guidance and mapping, SIRIUS Traffic and SIRIUS Travel Link, providing real-time weather, fuel prices and more while on the go (depending on model). The 2012 Dodge Challenger also offers a world-class 900-watt, 18-speaker premium surround-sound system from Harman Kardon®.

To make long cruises more comfortable, the 2012 Dodge Challenger features highly cushioned and comfortably contoured seating, while maintaining large bolsters to hold passengers in place during performance driving. To make it easy for up to three passengers to get in and out of the backseat, the driver's seat features seatback tilt- with memory and an easy-to-reach release handle, while the front-passenger seat includes tilt-and-slide with memory.

Dodge Challenger offers exceptional rear seating for a two-door coupe, achieving best-in-class rear head room (37.4 inches) and legroom (32.6 inches) compared with its competition. With class-exclusive seating for five, coupled with best-in-class cargo space (16.2 cu. ft.), the Dodge Challenger is the segment's best day-to-day pony-car choice, offering maximum comfort and functionality to go with its legendary iconic styling and performance.

The 2012 Dodge Challenger features more than 45 safety and security features, including standard ESC, now integrating Chrysler Group's new proprietary Ready Alert Braking and Rain Brake Support safety features to improve overall vehicle handling and performance both on and off the track.

In addition, Dodge Challenger was awarded Cars.com's "2012 Shopper's Choice Award," representing their favorite car of the year, and Polk's "Automotive Loyalty Award" in the sports car segment for the second year in a row.

### **About the Dodge Brand**

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

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