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CNET Recognizes Dodge Charger's Beats by Dr. Dre Audio System as 'Best-sounding Stereo' in 2012 Car Tech Awards

January 10, 2013, Auburn Hills, Mich. - The legendary Dodge Charger with its segment-exclusive Beats by Dr. Dre studio-quality sound experience is being recognized by CNET, a leading provider of tech product reviews, as the "Best-sounding Stereo" in its 2012 Car Tech Awards.

Throughout 2012, CNET reviewed nearly 100 cars and attended auto shows around the world to find the best in automotive technology, and for this year's award, CNET editors favored Chrysler Group's implementation of the Beats Audio system in the Dodge Charger as a system that's attainable by the masses.

"We are honored to receive CNET's award of 'Best-sounding Stereo' in our Dodge Charger," said Reid Bigland, President and CEO, Dodge Brand, Chrysler Group LLC. "With the Dodge Charger, there is no compromise. From its segment-exclusive Beats by Dr. Dre audio system delivering 552 watts, to its 300 horsepower V6 and segment-exclusive eight-speed automatic transmission delivering best-in-class V-6 fuel efficiency of 31 miles per gallon highway, the Charger delivers precision and performance, in an iconic design that starts at just 25,995 MSRP."

Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the Chrysler Group's engineering team to design and tune the Charger's 10-speaker audio system. The resulting audio experience offers the Dodge Charger sound that only music experts like Dr. Dre, a legendary producer and artist Iovine, an acclaimed producer and chairman of Interscope Geffen-A&M Records, could achieve.

"Our goal in partnering with Beats is to revolutionize the way people listen to music in a vehicle, giving consumers an in-studio experience from the seat of their car," said Marios Zenios, Vice President, Uconnect Systems and Services at Chrysler Group LLC. "The Beats by Dr. Dre audio system in the Dodge Charger includes a powerful 12-channel amplifier that integrates a proprietary audio enhancement algorithm, creating the high-definition sound required in professional recording studios."

Delivering the mid- to high-range needed for studio-quality sound are three 3.5-inch speakers located in the Charger's instrument panel and two 3.5-inch speakers located in the rear doors. Two 6 x 9-inch front-door woofers deliver bass, while two 6 x 9-inch speakers and a center-mounted 8-inch speaker located in the rear-shelf area provide the full-range audio that CNET praised. Maximizing how music genres from hip hop to rock should sound and feel, an 8-inch Beats Audio trunk-mounted dual-voice coil subwoofer with sealed enclosure delivers tight, powerful, punchy bass.

Editors at CNET applauded the Chrysler Group and Beats by Dr. Dre for the Charger's clean, tight sound.

"We appreciated the careful tuning given to this system, such that it could be turned up extremely loud without distortion. Its bass punches you in the chest, and if you close your eyes, it seems like your favorite artist is singing right on top of the dashboard," said Wayne Cunningham, Senior Editor at CNET.

The Beats Audio system is offered on just about every 2013 Dodge Charger model and its popular equipment groups, including the Wheels 'n Tunes Group, Rallye Package, Blacktop Package, Road & Track and new Charger AWD Sport.

Beats by Dr. Dre expands the mobile audio experience on Dodge Charger

The partnership between Chrysler Group and Beats by Dr. Dre brings music-studio sound to consumers in cars not just by adding speakers, but working with the music makers themselves to reproduce sound the way that it's made in the studio. Instead of the traditional approach to automotive sound, entrusting lab coat-adorned engineers as the

arbiters of musical taste, Beats by Dr. Dre founders Dr. Dre and Jimmy Iovine worked side-by-side with the engineering team at Chrysler Group to design and tune customized audio systems, to take advantage of quiet cabins, thanks to the beautifully designed Chrysler Group vehicle interiors. This allows consumers to truly connect with the emotion of their music. The high-definition Beats Audio technology is also featured exclusively in the iconic 2013 Fiat 500 and 2013 Chrysler 300 flagship sedan.

ABOUT DODGE CHARGER: Iconic design with available 300 horsepower and best-in-class V-6 fuel economy of 31 mpg highway

The Dodge Charger provides the ultimate combination of dramatic Dodge heritage styling, award-winning premium interior, the reassurance of an IIHS Top Safety Pick and full-size spaciousness with the fuel efficiency of a mid-size car.

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, award-winning interior craftsmanship and refinement and state-of-the-art connectivity features with available Uconnect 8.4-inch touchscreen system, the new Dodge Charger proudly delivers premium, world-class sedan precision at an incredible value, starting at a U.S. MSRP of only \$25,995.

With the addition of a new sport-tuned exhaust system and cold-air induction system on the award-winning Pentastar V-6, Charger SXT and SXT Plus with the Rallye Appearance Group or Blacktop Package now deliver an impressive 300 horsepower (eight more horses than last year) paired with the segment-exclusive eight-speed ZF transmission that gets a best-in-class 31 miles per gallon (mpg) on the highway. Charger's fuel economy not only surpasses any full-size V-6 sedan but any mid-size V-6 sedan, while offering all of the driving dynamics and distinctive style for which Charger is renowned. Charger's segment-exclusive eight-speed automatic transmission is upgraded with steering-wheel mounted paddle shifters and "Sport Mode" on the Rallye Appearance Group and Blacktop Package. With Sport Mode, gear changes are quicker and revs are held higher for even more performance-oriented acceleration and higher shift dynamics. Rallye and Blacktop are also enhanced for 2013 with standard Beats Audio System and rear spoiler. In total, these packages include up to a \$1,290 discount. And, for the first time, Beats Audio is now available on AWD models.

The Charger's available legendary 5.7-liter HEMI[®] V-8 with four-cylinder mode Fuel Saver Technology and variable valve timing delivers best-in-class power with 370 horsepower and 395 lb.-ft. of torque and a starting price thousands of dollars less than the competition. The 2013 Charger R/T is positioned as the most affordable V-8 sedan in America, with a starting U.S. MSRP of only \$29,995, including HID Headlamps, sport seats, 18-inch polished aluminum wheels and much more. Steering wheel paddle shifters are now available on all R/T models.

Available on Charger Rallye, Blacktop and R/T Road & Track is a new Black Roof option turning the iconic Charger into an even stronger head-turning vehicle.

Charger's segment-exclusive all-wheel-drive system features an innovative active transfer case with front-axle disconnect to maximize fuel economy of up to 27 mpg on the highway while delivering outstanding performance and handling inherent to a rear-wheel drive car.

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