

Just In Time for the Holiday Shopping Season, Dodge Brand Introduces New 100th Anniversary Merchandise

- New collection of merchandise highlights 100 years of Dodge brand innovation, performance and heritage
- Collection features custom and vintage Dodge graphics, retro designs and new 100th anniversary logo
- Wide variety of fashions and collectibles range from tumblers and pens to a commemorative leather jacket and, available early next year, a stainless steel watch and a new book that chronicles the first 100 years of the Dodge brand
- More than 30 items available for sale now at www.Life.Dodge.com, with more to come

December 13, 2013, Auburn Hills, Mich. - Celebrating 100 years of Dodge has never looked so good.

Now, just in time for the holiday shopping season, the Dodge brand is celebrating its centennial with an all-new line of merchandise designed to honor the brand's 100 years of innovation, performance and heritage. The merchandise is on sale now at www.Life.Dodge.com.

Inspired by the Dodge brother's legacy of innovation, the brand's rich history, vintage logos, advertising and imagery, as well as and the new 100th Anniversary Special Edition Charger and Challenger vehicles, the new collection features a wide array of products with both custom and vintage Dodge graphics that incorporate the heritage of the brand, along with retro designs and a commemorative 100th anniversary logo.

The Dodge 100th anniversary collection features more than 30 new items, including men and women's apparel, a commemorative leather jacket and watch (available early next year), hats, tumblers, mugs, journals, key fobs, decals and pens. For the die-hard Dodge enthusiasts who want to brush up on the history, a new book that chronicles the first 100 years of the Dodge Brand is available for pre-order on Amazon.com. More items will be added leading up to the brand's 100th anniversary in July 2014.

John and Horace Dodge developed America's first mass-produced all-steel-bodied cars in 1914 and set a new record for the most first-model-year automobiles ever produced (45,033 cars). One-hundred years later, the Dodge Brother's legacy is thriving as Dodge has become America's youngest and fastest-growing brand – powered by the performance of the legendary Charger and Challenger, the new Durango, the ultimate “no compromise SUV,” the world-class new Dart, the ever-versatile Grand Caravan, America's best-selling minivan, and the innovation, ingenuity and efficiency of Journey and Avenger.

100th Anniversary Dodge Charger and Challenger

The Dodge brand is also offering special editions of two of its most iconic vehicles. New 2014 Dodge Charger and Challenger 100th Anniversary Editions will arrive at dealerships in the first quarter of 2014 with world-class power and performance, innovative technology features and bold muscle-car styling with commemorative design details inspired by the brand's heritage.

The new 2014 Charger and Challenger 100th Anniversary Editions are loaded with unique style, technology and commemorative features. They deliver up to 31 miles per gallon (mpg) with the standard Pentastar V-6 engine and sprints to 60 miles per hour in under 6 seconds, thanks to the available legendary 5.7-liter HEMI® V-8 engine that produces 375 horsepower and 395 lb.-ft. of torque. They also feature world-renowned innovations like Uconnect and the segment-exclusive ZF eight-speed automatic transmission.

Both of these limited production vehicles will share several unique visual elements, both outside and in, including

exclusive availability of a new "High Octane" red pearl coat paint, all-new 20-inch aluminum wheels with granite crystal pockets, commemorative fender and seat badging, new Molten Red or Foundry Black Nappa Leather seating with cloud overprint and brass accent stitching, App a special limited-edition owner's kit and a commemorative book that celebrates 100 years of Dodge heritage.

For more information on the new 2014 Charger and Challenger 100th Anniversary Special Editions, visit <http://media.chrysler.com/newsrelease.do?id=15089&mid=5>

About Dodge

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can't wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building on the technological advancements of the '30s and '40s, design evolution of the '50s, the racing heritage of the '60s, the horsepower of the '70s, the efficiency of the '80s and unbelievable styling of the '90s as it paves the road to its future. New for 2014, the Dodge Durango "is kind of a big deal," with a new eight-speed transmission that delivers up to 25 miles per gallon on the highway, a new 8.4-inch Uconnect infotainment center and best-in-class power, towing, and fuel economy, in addition to its class exclusive technology. The new Durango joins the new 2014 Dodge Dart with its new 2.4-liter 184 hp Tigershark engine, as well as the 2014 Avenger, Challenger, Charger, Journey and a 30th Anniversary Grand Caravan. This 2014 Dodge lineup includes five Insurance Institute for Highway Safety (IIHS) Top Safety picks and two Top Safety Pick +, five vehicles with best-in-class power, seven vehicles that deliver 25 mpg or higher, three vehicles that deliver 31 mpg or higher and three vehicles that offer seating for seven.

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