

Contact: General Media Inquiries  
Kristin Starnes

## **New 2014 Dodge Challenger R/T Shaker On its Way to Dealerships – Dealers Order 2,000 Cars in Just Four Days**

- Dodge received 2,000 dealer orders – its entire 2014 model year production run – for the Dodge Challenger R/T Shaker in just four days
- With its functional “Shaker” hood and unmistakable Dodge muscle-car cues, the new 2014 Challenger R/T Shaker marks the return of one of the brand's most coveted performance options
- Dodge Challenger R/T Shaker features the legendary 5.7-liter HEMI® V-8 engine with unique hood and intake design combined with a functional exposed-element cold-air intake system
- New Dodge Challenger R/T Shakers arriving at Dodge dealerships now

February 26, 2014, Auburn Hills, Mich. - The new Dodge Challenger R/T Shaker models with their functional throwback “Shaker” hoods are in hot demand as they start making their way to Dodge dealers across the country.

After it was initially introduced at the Specialty Equipment Market Association (SEMA) show in Las Vegas in November, Dodge dealers ordered the entire production run for the 2014 Dodge Challenger R/T Shaker in just four days. Dodge received 2,000 dealer orders from January 7 through January 10 after orders were opened.

“Based on this strong initial demand, it's clear that our customers are excited about the return of the legendary Shaker model, which was engineered for enthusiasts who asked for even more attitude and a dose of muscle car heritage,” said Tim Kuniskis, President and CEO of the Dodge Brand. “The 5.7-liter HEMI® V-8 engine with the unique hood and intake design makes this performance car an instant classic – much like the original 1970 Challenger R/T with the Shaker hood.”

The new 2014 Dodge Challenger R/T Shakers are shipping out of the Brampton (Ont.) Assembly Plant and starting to arrive at Dodge dealerships now. Pricing for this very well-equipped model starts at just \$36,995 U.S. MSRP (\$37,495 with the custom one-of-a-kind hood-to-tail stripes), representing a walk of only \$2,500 from the Challenger R/T Classic for all of the unique features of this limited production model.

The new Challenger R/T Shaker is available in Billet Silver Metallic, Bright White, Pitch Black, Plum Crazy, TorRed and vibrant Header Orange.

### **2014 Dodge Challenger R/T Shaker**

Injecting a fresh shot of heritage into the Challenger lineup, the new 2014 R/T Shaker model features unique throwback muscle-car cues that link directly to Dodge brand's performance legacy.

As the model name suggests, the legendary “cold-air grabbing” Shaker not only looks good with its Satin Black center-mounted hood scoop, snorkeling up from the engine compartment, it also directs cooler air back into the HEMI® V-8 engine. And like the original 1970 Challenger R/T with the Shaker hood, the new 2014 model continues the Dodge tradition of an engine-mounted hood scoop that “shakes” with the powertrain's movement.

Designed for muscle-car buffs who can't help but tinker with their toys, the Challenger R/T Shaker features the 5.7-liter HEMI V-8 engine producing over 400 lb.-ft. of torque, with a functional Shaker hood with Mopar cold-air intake, conical air filter and optimized air box for improved airflow and performance. Lift the hood and enthusiasts will also be treated to an under-hood “Shaker” badge – reminiscent of the 1970s original.

In addition to its driver-selectable sport-mode powertrain calibration, performance-tuned suspension, four-wheel disc brakes and steering calibration, the Dodge Challenger R/T Shaker includes the Super Track Pak, with high-performance steering gear, brake linings and monotube shock absorbers, P245/45R20 Goodyear Eagle F1 Super Car three-season tires and three-mode electronic stability control (ESC) with "full off" mode. All-season performance tires are available at no extra charge.

The new engine setup provides a new factory-designed foundation to maximize three all-new Dodge "Scat Packages," enabling customers to unleash even more power from their Challenger R/T Shaker.

For a dynamically striking look, a new "Shaker style" Satin Black hood, roof and deck-lid stripe graphics visually translate this Dodge Challenger model's name, while a Satin Black deck-lid spoiler provides the added downforce needed for 155 mph max-speed runs. For contrast, a body-color grille surround and Gloss Black fuel-filler door are added, while all-new 20 x 8-inch polished-face aluminum wheels with black pockets and a satin "matte" clear coat feature a sculptured five-spoke design. For added detail, "Shaker" badges flank both sides of the hood scoop, while "HEMI" fender badges and a new "Challenger" grille badge in classic script completes the iconic exterior.

On the inside, the new Dodge Challenger R/T Shaker features a unique three-spoke flat-bottom leather-wrapped performance steering wheel with black accent finish and integrated vehicle controls. Corresponding with the steering wheel is a unique "K-Black" painted instrument panel and center-console bezel for a discrete look. Matching the "Shaker" numbered dash plaque are door bolsters with graduated accent stitching that mirrors the logo's artistic reverberation. High-performance front seats with aggressive bolsters in premium Nappa Leather in Dark Slate Gray with Sepia accent stitching or Radar Red with Radar Red stitching, feature the "Shaker" logo embroidered on the seat back, along with unique graduated horizontal plow-throughs. For additional detail, the center console armrest is also leather wrapped and finished with accent thread. The aluminum pistol-grip shifter mated to a track-proven Tremec six-speed manual transmission is standard, while a black leather-wrapped shift-knob and die-cast paddle shifters on the back of the steering wheel are available for those who opt for the performance-tuned five-speed automatic.

Adding to the customized interior environment, with one press of the start button, the Shaker logo appears on the available 6.5-inch Uconnect touchscreen.

### **About Dodge Brand**

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 (mpg) on the highway, a new 8.4-inch Uconnect infotainment center and best-in-class power, towing, and driving range, in addition to its class-exclusive technology. The new Durango joins a stable that includes the new 2014 Dodge Dart with its breakthrough 2.4-liter 184-horsepower Tigershark engine, and the celebrated 2014 Dodge Avenger. Both earned 2014 Top Safety Pick status from the Insurance Institute for Highway Safety (IIHS). Completing the 2014 Dodge lineup are the Challenger, Charger, Journey and 30th Anniversary Grand Caravan. The Dodge lineup features 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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