

## Dodge Brand Takes to the Road with National 'Dodge Power Rallye Tour'

- Full-line Dodge product showcase features test drives and interactive consumer experiences at more than 50 'Dodge Power Rallye Tour' event locations across America
- Touring vehicles include the 2014 Dodge Charger, Challenger, Dart, Durango, Grand Caravan and Journey, as well as Charger SRT and Challenger SRT
- 'Dodge Power Rallye Tour' kicks off this weekend at the first major stop, March 22 in Irvine, Calif., at the ninth annual Spring Festival Tour of LX vehicles

March 20, 2014, Auburn Hills, Mich. - With spring just around the corner, it's time to hit the road, and that's exactly what the [Dodge](#) brand is doing with a nationwide "Dodge Power Rallye Tour" kicking off this weekend in southern California, including a March 22 stop at the ninth annual Spring Festival of LX vehicles in Irvine, Calif.

Dodge is showcasing its full lineup of 2014 vehicles – [Charger](#), [Challenger](#), [Dart](#), [Durango](#), [Grand Caravan](#) and [Journey](#) – as well as special edition vehicles and the [Dodge Charger SRT](#) and [Dodge Challenger SRT](#), at more than 50 event locations across the country. Most "Dodge Power Rallye" events will feature test drives and all will include vehicle displays, interactive games where consumers can win prizes and an opportunity to enter the 2014 Chrysler Group National Giveaway for a chance to win \$45,000 toward the purchase of any eligible Chrysler Group vehicle.

"Dodge, recognized by *Fast Company*<sup>(1)</sup> as one of the 'World's 50 Most Innovative Companies,' is celebrating its 100th anniversary this year," said Tim Kuniskis, President and CEO, Dodge Brand, Chrysler Group LLC. "What better way for consumers to experience firsthand the best-in-class features, performance, fuel economy, and technology of our 2014 Dodge lineup, than to bring the vehicles right to them."

The "Dodge Power Rallye Tour" will crisscross the country from now through mid-September, stopping at significant events and locations, such as car club gatherings, cruise nights, outdoor concerts and festivals, state fairs, shopping centers and trendy neighborhood locations. Examples include Viva Las Vegas Rockabilly Weekender (4/17-19), Taste of Omaha (5/30-31), the Cars at Carlisle show in Carlisle, Penn., (7/1-13), Ohio State Fair (7/23-24), Michigan's Woodward Dream Cruise (8/16) and the 10th Annual Indianapolis Theatre Fringe Festival (8/21), as well as select Motley Crue concert tour dates. (Dodge is presenting sponsor of Motley Crue's "Final Tour.")

The test drives will also feature [special edition vehicles](#), such as the Dodge Charger R/T 100th anniversary model, Dodge Challenger R/T Shaker, Dodge Grand Caravan SXT 30th anniversary edition and Dodge Journey Crossroad.

Some events will include a Dodge 100th Heritage Wall chronicling a century of brand innovations, a technology tent, special edition Dodge vehicles and a Dragster Thrill Ride, allowing consumers to experience high-performance acceleration in a specially modified factory-built 2014 Challenger R/T outfitted with a Mopar Scat Pack 3 performance kit, giving enthusiasts the ride of their lives. The specially modified vehicle provides the perfect example of what the avid weekend warrior can do with their Dodge Challenger using factory-backed, hassle-free Mopar performance parts.

<sup>(1)</sup> The Dodge brand has been recognized by *Fast Company* as one of the "World's 50 Most Innovative Companies" in the magazine's Most Innovative Companies issue (March 2014) and online at [www.fastcompany.com/MIC](http://www.fastcompany.com/MIC).

### Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of

the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit [www.stellantis.com](http://www.stellantis.com).

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