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2015 Dodge Challenger — Infusing Even More Dodge Attitude, Performance, Technology and Power

- New for 2015 Dodge Challenger R/T Scat Pack model with 6.4-liter HEMI® V-8 punches out a best-in-class 485 horsepower and 475 lb.-ft. of torque via new TorqueFlite eight-speed automatic transmission designed for improved efficiency and smoother shifting
- For the first time, all Challenger engines can be paired with the smooth and efficient TorqueFlite eight-speed automatic transmission - for up to an EPA estimated 30 miles per gallon (mpg) on the highway on Challenger SXT models
- This segment-first and segment-exclusive TorqueFlite eight-speed automatic transmission delivers world-class precision and fuel efficiency, along with sport mode and paddle-shifting capabilities for more performance and improved fuel economy
- 1971-inspired interior features an unmatched array of personalization options, including a wide range of colors, stripes and wheels to create the perfect combination of fun, nostalgia and power in one car
- All-new driver-centric interior features soft-touch surfaces, high-tech connectivity and 14 color and trim options
- Significant new technology upgrades feature all-new Uconnect Access system with standard touchscreen, standard new 7-inch thin-film transistor (TFT) customizable gauge cluster, new performance electronic shifter, Keyless Enter 'n Go with push-button start
- All-new 2015 Dodge Challenger competes in the fast-growing U.S. standard specialty segment, which is up 10 percent in the last year
- Challenger sales have doubled since 2009; set an all-time record in 2013

April 17, 2014, Auburn Hills, Mich. - Muscle-car enthusiasts who have flocked to the iconic Dodge Challenger since its introduction in 2008 now have even more reason to love their favorite muscle car with the addition of the 2015 Dodge Challenger R/T Scat Pack, a standard TorqueFlite eight-speed transmission, improved fuel economy and a host of driver-centric upgrades with its all-new interior.

"Buyers love the 2015 Dodge Challenger for its classic muscle car style that combines unmatched attitude with world-class performance – now made even stronger with its all-new interior, standard eight-speed TorqueFlite transmission and the addition of the potent 485-horsepower, 475-lb.-ft. 392 HEMI Scat Pack Shaker," said Tim Kuniskis, President and CEO – Dodge Brand and SRT Brand, Chrysler Group LLC. "This new Challenger will make it even easier for buyers to decide it's time to get their dream car."

Dodge is building on tremendous momentum as it introduces the new 2015 Challenger. The previous generation Challenger scored five solid years of continuous growth. Sales doubled between 2009 and 2013 in a segment that saw just an 8 percent increase in the same period. In fact, in its fifth year in the market, when most cars are on their natural decline curve, the Dodge Challenger set an all-time sales record in 2013.

Looking to the future, the standard specialty segment in which the Challenger competes is projected to grow substantially in the United States. With nearly 430,000 units sold last year, the segment is up 10 percent since 2009 and is projected to grow 42 percent in the next five years, giving Dodge, and Challenger, a huge opportunity to grow with it.

Economy-minded Challenger buyers join the fold with the powerful and efficient 3.6-liter Pentastar V-6 that promises 305 horsepower and up to an estimated 30 mpg on the highway – 3 mpg more than its predecessor. Those looking for even more power will want the legendary 5.7-liter HEMI V-8 punching out 375 horsepower with 410 lb.-ft. of torque. And the enthusiasts can now get behind the wheel of a best-in-class 485-horsepower and best-in-class 475-lb.-ft. of torque 6.4-liter HEMI V-8 in the Challenger R/T Scat Pack model.

America's most affordable muscle car also offers an unmatched array of personalization options, including a wide range of colors, stripes and wheels to create the perfect combination of fun, nostalgia and power in one car.

The 2015 Challenger is available in eight trim levels: SXT, SXT Plus, R/T, R/T Shaker, R/T Plus, R/T Plus Shaker, R/T Scat Pack and 392 HEMI Scat Pack Shaker.

Challenger SXT

- The 2015 Dodge Challenger SXT features the award-winning 3.6-liter Pentastar engine with 305 horsepower and 268 lb.-ft. of torque as the standard engine paired with a new standard TorqueFlite eight-speed automatic transmission. On the exterior, standard features include 1971-inspired split satin chrome grille and split LED-illuminated tail lamps, automatic bi-function projector headlamps with halo LED surrounds, bright chrome fuel filler door with heritage "FUEL" lettering, dual exhaust with bright tips, 18-inch aluminum wheels in a premium Satin Carbon finish and P235/55R18 BSW all-season performance tires, new more prominent power bulge hood with twin functional intakes, power body-color folding heated mirrors, and two-speed variable intermittent mode wipers.

On the inside, the 2015 Challenger features an all-new interior with premium cloth seating in Houndstooth or Torque, stamped aluminum instrument panel bezel, 7-inch thin-film transistor (TFT) configurable cluster display, six-way power driver's seat, Uconnect 5-inch touchscreen display with AM/FM/Bluetooth, media hub with SD card, USB and auxiliary inputs, six premium speakers, Bluetooth handsfree phone, auto-dimming rearview mirror with microphone, dual zone automatic temperature control, 160 mph primary speedometer, Keyless Enter 'n Go with push-button start, leather-wrapped tilt-and-telescoping three-spoke steering wheel with vehicle controls, leather-wrapped shift knob, rear 60/40 split-folding rear seat with armrest and cup holders providing room for five, full-length floor mounted center console, cell phone storage, 12-volt power outlet, front and rear climate control outlets, climate outlet with Challenger logo, LED-illuminated cup holders, LED front map lamps, LED rear-reading courtesy lamps, automatic dual-zone temperature controls, cabin-air filtration, Satin Silver door-lock knobs, luxury front and rear floor mats.

Standard safety features include six airbags, a four-wheel anti-lock brake system (ABS), all-speed traction control system (TCS), electronic brake-force distribution (EBD), Brake Assist, electronic stability control (ESC), brake/park interlock, brake override and much more.

The 2015 Dodge Challenger SXT has a starting U.S. MSRP of \$26,995 (excludes \$995 destination), including the standard eight-speed TorqueFlite automatic. The 2015 Challenger SXT includes nearly \$4,000 of added content, providing nearly \$3,500 of added value year-over-year.

Challenger SXT Plus

The Challenger SXT Plus delivers all the standard features of the SXT and adds premium amenities inside and out, including 20-inch polished aluminum wheels with graphite pockets and P245/45R20 BSW all-season performance tires, performance suspension and brakes, projector fog lamps, a deck-lid rear spoiler with ParkSense rear park assist and ParkView rear backup camera. On the inside, premium Nappa leather seating, heated and ventilated front seats with four-way power driver lumbar adjustment, heated steering wheel with power tilt and telescope, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capable and Uconnect Access with 9-1-1 call/Assist Call, six Alpine speakers with 276-watt digital amplifier, Hectic Mesh aluminum bezels, bright pedals and universal garage door opener.

Challenger R/T

Designed for the performance enthusiast, the R/T builds off the SXT and adds the legendary 5.7-liter HEMI V-8 engine with cold-air induction delivering 375 horsepower and 410 lb.-ft. of torque, Tremec six-speed manual

transmission, standard 3.90 limited-slip rear-axle ratio, performance dual exhaust with low-restriction resonators and chromed exhaust tips, projector fog lamps, "R/T" grille badge, "HEMI" hood badge and standard 20-inch Satin Carbon aluminum wheels with P245/45R20 BSW all-season performance tires and bright pedals.

The new TorqueFlite eight-speed transmission is available on the R/T model and paired with the 5.7-liter HEMI V-8 (372-horsepower, 400-lb.-ft. of torque) includes Sport mode and Fuel Saver Technology with four-cylinder mode and interactive Decel Fuel Shut Off (iDFSO).

Challenger R/T Shaker (late availability)

For drivers who like to share their performance credentials, the new R/T Shaker trim level adds a functional Shaker hood with cold-air induction and Mopar conical air filter, Shaker hood badge, fender-mounted HEMI badging, black deck-lid spoiler with backup camera, Satin Black fuel-filler door with heritage "FUEL" lettering, Dodge Performance Pages with driver configuration modes to adjust steering and engine response, 230 mm rear axle with limited-slip differential, premium black cloth performance seats with Ballistic 2 inserts and Tungsten accent stitching, four-way power lumbar adjustment, Uconnect 5-inch touchscreen display with AM/FM/Bluetooth and SiriusXM Radio, 20-inch polished aluminum satin finish wheels with black pockets and P245/45ZR20 BSW three-season performance tires.

Challenger R/T Plus

For drivers who want even more premium refinement and details paired with their powerful HEMI® V-8, the 2015 Dodge Challenger R/T Plus adds standard 20-inch polished aluminum wheels with graphite pockets with P245/45ZR20 BSW three-season performance tires, premium Nappa leather seating in Black, Black with Pearl or Ruby Red, heated and ventilated front seats with power four-way lumbar, heated steering wheel, power tilt-and-telescoping steering wheel, Uconnect 8.4-inch touchscreen display with AM/FM/HD radio/SiriusXM Radio/Bluetooth/3-D navigation-capability and Uconnect Access with 9-1-1 call/ Assist Call, six Alpine speakers with subwoofer and 276-watt digital amplifier, Hectic Mesh aluminum interior bezels, ParkSense rear park assist and ParkView rear backup camera, and universal garage door opener.

Fans of Challenger's past will want to opt for the Challenger R/T Classic Package, which adds heritage classic "Challenger" script badging on the fenders, dual 'R/T' side stripes, 20-inch polished forged aluminum classic-styled five-spoke wheels, HID headlamps, and high-performance Nappa leather seats with Axis II suede inserts

Challenger R/T Plus Shaker (late availability)

The maximum in-your-face package for the performance enthusiast R/T lover includes the legendary standard Shaker hood with cold-air induction and Mopar conical air filter, Shaker hood badge, fender-mounted HEMI badge, black deck-lid spoiler, backup camera, split black grille, Satin Black fuel-filler door with heritage "FUEL" lettering, Super Track Pak, including Dodge Performance Pages with driver configuration modes to adjust steering and engine response, dark brushed aluminum bezels, unique Nappa leather performance seats with "Shaker" logo in Black and Ruby Red or Black and Sepia, Dodge Performance leather-wrapped power tilt-and-telescoping steering wheel, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio/Bluetooth/3-D navigation-capability and Uconnect Access with 9-1-1 call/Assist Call, high-performance brake package, 230 mm rear axle with limited-slip differential, 3.90 axle ratio with limited-slip differential, Super Track Pak suspension, universal garage door opener, heated and ventilated leather front seats, four-way power lumbar adjustment, 20-inch polished aluminum satin finish wheels with black pockets and P245/45ZR20 BSW three-season performance tires.

Challenger R/T Scat Pack

Adding to the R/T, the all-new Challenger R/T Scat Pack model adds a 6.4-liter HEMI V-8 engine with 485 horsepower and 475 lb.-ft. of torque, 6.4-liter Scat Pack fender badging, 180 mph primary speedometer, high-performance suspension, active stainless steel performance dual exhaust system, performance front splitter, satin black decklid spoiler, Brembo four-piston high-performance brake package, new 20-by-9-inch polished aluminum wheels with black pockets and BSW three-season performance tires, Dodge Performance Pages, Uconnect 8.4-inch touchscreen display with AM/FM/SiriusXM Radio, Bluetooth, 3-D navigation-capability and Uconnect Access with 9-1-1 call/Assist Call, six premium speakers with 276-watt amplifier, high-performance premium cloth seats with Ballistic 2 inserts and Tungsten accent stitching and 220 am alternator.

Challenger 392 HEMI Scat Pack Shaker (late availability)

Building on the Challenger R/T Scat Pack model, and the “King of all Shakers,” the 392 HEMI Scat Pack Shaker adds an exposed functional shaker hood with engine-mounted high-flow cold-air induction, Scat Pack fender badge, 392 HEMI Shaker hood badge and split black grille and new 20-by-9-inch Hyper Black II lightweight forged aluminum wheels.

Personalization and high-impact heritage hues keep it hot

Like all Dodge muscle cars, the Challenger is known for rocking some of the most recognizable paint colors in the automotive world. The 2015 model year continues this tradition by bringing Sublime Green and B5 Blue paint hues back into production, joining Bright White Clear Coat, Redline Red, Pitch Black Clear Coat, Granite Crystal Metallic Clear Coat, Billet Silver Metallic Clear Coat, Jazz Blue Pearl Coat, TorRed Clear Coat, and Phantom Black and Ivory White Tri-coat.

Challenger paint choices can be accented by a variety of striping schemes, including standard bodyside stripes, R/T modern hood stripes, R/T dual A-line bodyside black, white or red stripes.

Completing the muscle-car appearance are six wheel options, including five different 20-inch wheels with two 20-by-9-inch Hyper Black II lightweight forged-aluminum wheels for the hardcore enthusiast.

In addition to all the standard equipment on the eight Challenger models for 2015, Dodge is offering several package and groups, including:

Cold Weather Group

The Cold Weather Group includes 180-amp alternator, heated front seats and heated steering wheel. This group is available on SXT, R/T and R/T Shaker models.

Driver Convenience Group

The Driver Convenience Group includes power multifunction foldaway mirrors, HID headlamps, ParkSense rear park assist system, Blind-spot monitoring and Rear Cross Path detection, remote start system (automatic transmission only) and universal garage door opener. This package is available on all Challenger models.

Leather Interior Group

The Leather Interior Group includes leather-trimmed seats, heated and ventilated front seats, heated steering wheel, Satin Silver instrument panel and bezel and power tilt-and-telescoping steering column. This group is available on R/T Plus and 392 HEMI Scat Pack Shaker.

Premium Sound Group

The Premium Sound Group includes a Harman Kardon GreenEdge technology 900-watt amplifier, 18 premium speakers, delete spare tire and tire service kit. This group is available on SXT Plus, R/T Plus and R/T Plus Shaker models.

R/T Classic Package

The R/T Classic Package includes performance suede and leather heated and vented seats, dual R/T side stripes, HID headlamps, “Challenger” script fender badge and 20-inch polished forged aluminum Classic II wheels. This package is available on the R/T Plus model.

Scat Pack Appearance Group

The Scat Pack Appearance Group includes Scat Pack logo embroidered seats and performance steering wheel, HID headlamps, black grille surround, Scat Pack Bumble Bee rear stripe, 20-by-9-inch lightweight forged aluminum Hyper Black II wheels, six premium speakers with 276-watt amplifier and premium floor mats (late availability - embroidered seats, performance steering and Bumble Bee rear stripe). This group is available on R/T Scat Pack and 392 HEMI Scat Pack Shaker.

Sound Group I

Sound Group I includes six premium speakers and a 276-watt amplifier. This group is available on SXT, R/T, R/T

Shaker, R/T Scat Pack and 392 HEMI Scat Pack.

Sound Group II

Sounds Group II includes nine amplified speakers with subwoofer and a 506-watt amplifier. This group is available on SXT Plus, R/T Plus and R/T Plus Shaker models.

Super Sport Group

The Super Sport Group includes 20-inch cast-aluminum wheels with P245/45R20 BSW Firestone tires, 3.07 rear-axle ratio, trunklid spoiler, steering-wheel-mounted paddle shifters and anti-lock four-wheel disc performance brakes. This group is available on the SXT model.

Super Track Pak Group

The Super Track Pak Group includes 20-inch cast-aluminum Hyper Black II wheels, high-performance steering, performance suspension, P245/45ZR20 BSW Goodyear tires, anti-lock four-wheel disc high performance brakes, 3.07 rear-axle ratio and Dodge Performance Pages. This group is available on SXT, SXT Plus, R/T and R/T Plus Shaker models.

Technology Group

The Technology Group includes rain-sensitive windshield wipers, automatic high-beam headlamp control, Forward Collision Warning and adaptive cruise control. This group is available on SXT Plus, R/T Plus, R/T Plus Shaker, R/T Scat Pack and 392 HEMI Scat Pack Shaker.

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