

Contact: LouAnn Gosselin

Daniel Labre

Chrysler Canada: Dodge Debuts 2015 Challenger at New York Auto Show: 485 Horsepower, Track-ready All-new 6.4-litre Scat Pack, 392 HEMI® Scat Pack Shaker, All-new Interior and Segment-first Standard TorqueFlite Eight-speed Automatic Transmission

- New for 2015 Dodge Challenger Scat Pack 6.4-litre HEMI® V8 punches out an estimated 485 horsepower and 475 lb.-ft. of torque via a six-speed manual or new TorqueFlite eight-speed automatic transmission, Brembo brakes and 20-by-9-inch aluminum wheels
- New 392 HEMI Scat Pack Shaker combines the ultimate combination of power and heritage cues with a functional Shaker hood
- 1971-inspired design, both inside and out, features refined exterior styling updates and heritage muscle-car appearance with new split grille, more pronounced and functional power bulge hood, LED halo headlamps and LED taillamps
- All-new interior includes 1971-inspired high-sill centre console and driver-focused instrument panel, aluminum bezels and 14 interior colour and trim options, including throwback Houndstooth premium cloth, Radar Red, or Pearl and Alcantara suede and leather high-performance seats
- Segment-first eight-speed automatic transmission delivers world-class precision and fuel efficiency, along with Sport mode and paddle-shifting capabilities for enhanced performance and improved fuel economy
- Significant new technology upgrades feature all-new class-exclusive 8.4-inch touchscreen multimedia centre, new class-exclusive 7-inch customizable in-cluster display, electronic shifter and Keyless Enter 'n Go with push-button start across all models
- More than 70 safety and security features, including new for 2015 class-exclusive Forward Collision Warning, Adaptive Cruise Control, Blind-spot Monitoring and Rear Cross Path detection
- Enthusiast-desired rear-wheel-drive (RWD) architecture with advanced technological solutions:
 - New electric power steering (EPS) now provides three driver-selectable steering modes: Normal, Comfort and Sport
 - All-new cast-aluminum axle housing reduces weight
 - Updated suspension – Super Track Pak now available on all models
 - Standard Sport mode adjusts throttle, transmission and steering performance
 - All-new Dodge Performance Pages provide configurable drive modes
 - New launch control improves offline acceleration performance
 - Available Brembo four-piston high-performance brakes reduce stopping distance
 - Electronic shifter functions, such as a linkage shifter, provides visual and physical feedback of gear position

April 16, 2014, Windsor, Ontario -

The horsepower wars are alive and thriving, and the Dodge brand shook the foundation of the Jacob Javits Center in New York with the roaring exhaust note of its new 2015 Dodge Challenger 392 HEMI® Scat Pack Shaker model during the auto show reveal of its newest evolution of an iconic North American Muscle car.

“For 2015, we’re going deep with the remake of the Dodge Challenger,” said Tim Kuniskis, President and CEO –

Dodge Brand, Chrysler Group LLC. "The iconic 1971 Challenger inspired the design of this modern day muscle car, but the recreation of this classic styling extends well beneath the surface of the sheet metal. We have completely re-engineered the Challenger with an exceptional 485 horsepower 392 HEMI and TorqueFlite eight-speed transmission powertrain, an upgraded suspension, new class-exclusive technologies and a completely new interior."

The 2015 Challenger is available in six trim levels: SXT, SXT Plus, R/T Plus, R/T Plus Shaker, 6.4-litre Scat Pack and 392 HEMI Scat Pack Shaker (late availability for Shaker). It will be built at the Brampton (Ont.) Assembly plant. Production is scheduled to begin in the third quarter of 2014.

New feature highlights on the 2015 Dodge Challenger include:

Improved performance

- New class-exclusive standard TorqueFlite eight-speed automatic transmission provides improved performance and fuel economy
- 3.6-litre Pentastar™ VVT V6 delivers 305 horsepower
- 5.7-litre HEMI V8 with up to 375 horsepower and 410 lb.-ft. torque (six-speed manual or eight-speed automatic)
- New 6.4-litre HEMI V8 with an estimated 485 horsepower with 475 lb.-ft. torque (six-speed manual or eight-speed automatic)
- 0-100 km/h in the mid-4 second range with new TorqueFlite eight-speed automatic transmission
- Quarter mile (402 metres) in low-12 second range
- Top speed of 292 kilometres per hour (km/h)
- World-class stopping power with new available four-piston Brembo® brakes
- New launch control and three-mode electronic stability control (ESC) with "full off" mode

All-new heritage inspired interior with unmatched customization

- Fourteen all-new interiors with new retro colours, including Houndstooth, Tungsten Torque, Ballistic II premium cloth, and Pearl White or Ruby Red leather-trimmed sport seats
- New heated and ventilated performance seats available in Nappa leather and Alcantara suede
- New Dodge race-inspired available heated leather-wrapped steering wheel with available paddle shifters

Iconic exterior styling

- New heritage-inspired split grille surround
- New projector headlamps with halo LED surrounds
- New projector fog lamps
- New heritage-inspired split LED taillamps with Gloss Black surround
- Retro and high-impact exterior colours ranging from Sublime Green and B5 Blue to TorRed
- Nine wheel options, including new 20-by-9-inch lightweight forged aluminum wheels in Hyper Black II finish

New state-of-the-art technology features

- New class-exclusive eight-speed TorqueFlite eight-speed automatic transmission
- New electric power steering
- New class-exclusive standard 7-inch customizable in-cluster display with "tic-toc-tach" gauges
- New class-exclusive available 8.4-inch touchscreen
- New ParkView Rear Backup Camera
- New selectable drive modes to adjust steering effort, engine and transmission response, and electronic stability control settings through all-new Dodge Performance Pages
- New class-exclusive electronic shifter paired with eight-speed automatic transmission

New iconic heritage models

- R/T Plus Shaker model with the 5.7-litre HEMI V8 deliver up to 375 horsepower and 410 lb.-ft. of torque (late availability)
- New 6.4-litre Scat Pack model with an estimated 485 horsepower and 475 lb.-ft. of torque with six-speed

manual or eight-speed automatic

- Exclusive new 392 HEMI Scat Pack Shaker, powered by 485 horsepower, offers maximum throwback heritage styling with performance hardware (late availability)

New class-exclusive safety and security features

- New Adaptive Cruise Control
- New Blind-spot Monitoring and Rear Cross Path detection
- New Forward Collision Warning

Sleeker, sexier heritage-inspired exterior styling to improve both form and function

Inspired by the iconic 1971 Challenger, all 2015 models take on a bold new appearance that draws on the 1971 model's split-grille and split-tail lamp cues, updated to 2015 with four signature LED headlamp halo surrounds offset by piano black trim. Single projector-beam headlamps at each front corner light the road ahead. High-intensity discharge (HID) headlamps are also available.

In profile, the 2015 Challenger's signature muscle car proportions and large thruster rear-quarter panels stand out from the crowd, while fender and belt lines tie together at the front and rear of the car to create a sleeker appearance. Nine wheel designs are available, including all-new forged aluminum lightweight 20-by-9-inch wheel design finished in Hyper Black II, which provides a unique anodized metallic look with a flush body-side appearance. Meatier high-performance three-season rubber is available on the Challenger 6.4-litre Scat Pack and 392 HEMI Scat Pack Shaker models.

A new split taillamp design continues the historic 1971 model's inspiration. For a modern look, the Dodge brand's signature LED treatment creates a single ribbon of light within each lamp. A redesigned rear valance provides the 2015 Challenger with a widened, more planted appearance, while fascia-mounted exhaust tips (with the Pentastar V6 engine) provide a high-performance finished look.

Heritage and high-impact exterior colours range from B5 Blue and Sublime Green to TorRed. Seven different stripe options give Challenger drivers the ability to get instant customization straight from the factory.

All-new driver-focused interior sculpted with '71 Challenger cues

Inside the 2015 Dodge Challenger is an all-new enthusiast designed cockpit featuring world-class materials, execution and technology, also inspired by the interior of the 1971 Challenger.

To highlight the muscle car's performance abilities, the 2015 Dodge Challenger is designed with a performance cockpit that embodies the trapezoidal themed exterior in an artistic and more organically styled way.

Dodge Challenger's all-new cleanly executed instrument panel features an aluminum-stamped driver's bezel that establishes the driver's cockpit. For a high-tech look, an innovative 7-inch in-cluster screen extends through the driver's bezel and provides a customizable display. The all-new gauge cluster features an analog speedometer and tachometer that straddle the customizable instrument cluster and provide a heritage-inspired "tic-toc-tach" look with throwback radial numbering and concave shape. Additionally, the centre stack neatly houses the new standard 5-inch and segment's largest available 8.4-inch Uconnect™ touchscreens.

A new trapezoidal shaped aluminum-stamped high-sill centre console provides Dodge Challenger's interior with a fresh, asymmetric look, while the leather-wrapped surface and French-seamed accent stitching exudes craftsmanship and style. With its unique elevated design, the all-new centre console houses additional controls for the Uconnect touchscreen with ergonomically located redundant button and knob controls for audio and climate functions. An all-new media hub with a USB outlet and auxiliary audio input is neatly housed inside the centre console's armrest.

A new Dodge steering wheel features a sculpted rim so the driver's hands have a sure grip at the 2- and 10-o'clock positions, while available paddle shifters (with automatic transmission) are located on the backs of the upper spokes. To make long cruises more comfortable, the new 2015 Dodge Challenger features redesigned seats with improved cushioning and more comfortable contours. Available in premium cloth, Ballistic Cloth, Nappa leather and Nappa leather with Alcantara Suede, Challenger offers performance seats with large side bolsters for maximum lateral

support in hard cornering. For improved comfort and convenience, heated and ventilated front seats in Nappa leather are now available.

For 2015, the Dodge Challenger offers 14 different interior colour and trim selections inspired by the muscle car's roots. They include a wide variety of colours and materials, from throwback Houndstooth cloth to Ruby Red and Black, Tungsten and Black, and Pearl and Black premium leather sport and performance seats with accent stitching.

All-new Scat Pack 6.4-litre HEMI V8 gives Challenger exceptional power

The story that packs the biggest power punch on the 2015 Dodge Challenger is its new Scat Pack 6.4-litre HEMI powertrain. This new Scat Pack car showcases the evolution of the performance brand while staying true to the muscle car's 45-year heritage, with its roots harking back to Scat Pack performance stage kits offered on 1968-71 Challengers.

Pumping out 485 horsepower and 475 lb.-ft. of torque, the 2015 Dodge Challenger Scat Pack 6.4-litre represents a 113 horsepower and 65-lb.-ft. leap in output compared with the 5.7-litre Challenger — a 30 per cent jump in horsepower and a 18 per cent increase in torque. The coupe's power enables it to turn mid 4-second 0-100 km/h times and low 12-second quarter mile (402 metres) times.

An active electronically controlled exhaust gives the 2015 Dodge Challenger Scat Pack a deep, throaty exhaust note in keeping with its heritage and track-bred credentials. Performance upgrades include Brembo four-piston caliper front brakes that deliver world-class stopping power, enabling a braking distance of 100-0 km/h in 36 metres, performance suspension, an isolated rack-mounted electric power steering system (with three settings: Normal, Comfort and Sport), all-new 20-by-9-inch polished with black pocket aluminum wheels, high-performance tires, standard Dodge Performance Pages, which allow driver control over a range of vehicle settings, including steering feel, transmission response, stability and traction controls, and standard launch control. A Scat Pack 6.4-litre badge, a 300-km/h radial-numbered speedometer, and aggressive front splitter and rear spoiler with an embedded ParkView rear backup camera complete the package.

A special Scat Pack Appearance Group adds a unique Bumble Bee rear stripe, Gloss Black grille surround, HID headlamps and unique 20-by-9-inch forged lightweight Hyper Black II matte aluminum wheels. The interior features Scat Pack embroidered high-performance seats, premium embroidered floor mats, animated Scat Pack logo in the cluster, a high-performance steering wheel and premium Alpine-branded audio system with 276-watt amplifier.

Challenger R/T Plus models include legendary 5.7-litre HEMI V8 engine and available R/T Plus Shaker

For Dodge fans looking for value in a V8 muscle car in North America, the new 2015 Dodge Challenger R/T lineup features the legendary 5.7-litre HEMI V8 engine, which delivers up to 375 horsepower and 410 lb.-ft. of torque with a six-speed manual transmission. When paired with the highly refined Tremec TR6060 six-speed manual, the Dodge Challenger R/T models feature a unique performance-tuned dual exhaust and under-floor mufflers with low-restriction bottle resonators. The result: 0-100 km/h runs in the high-5-second range and a sinister exhaust growl for the cars left in its rearview mirror – a trademark of the original Challenger HEMI from 45 years ago.

When paired with the new, state-of-the-art ZF 8HP70 TorqueFlite eight-speed automatic transmission, the 2015 Dodge Challenger R/T models produce 372 horsepower and 400 lb.-ft. of torque, and include innovative Fuel Saver Technology to seamlessly transition to high-fuel-economy four-cylinder mode when less power is needed and V8 mode when more power is in demand. For even more control, steering-wheel mounted paddle shifters are included. The result: quicker shifts, an engaging driving experience and even quicker 0-100 km/h runs in the mid-5-second range.

The Shaker returns for 2015 on the R/T Plus, bringing the iconic engine-mounted, fully functional cold-air induction Shaker hood with up to 410 lb.-ft. of torque and unique wheels, interior trim, exterior styling cues and more.

Award-winning 305 horsepower Pentastar V6 engine – now with standard TorqueFlite eight-speed automatic transmission for improved fuel economy and responsiveness

Challenger SXT and SXT Plus models feature the award-winning 3.6-litre Pentastar V6 engine, which delivers 305

track-ready horsepower at 6,350 rpm and a responsive 268 lb.-ft. of torque at 4,800 rpm. Dual exhausts from the headers back to the exhaust tips help to deliver more than 90 per cent of the engine's peak torque from 1,800 to 6,400 rpm – all for outstanding drivability and responsiveness. Paired with the new standard eight-speed transmission, the Pentastar V6 delivers improved fuel economy compared with the outgoing model.

Segment-exclusive eight-speed automatic now standard on 2015 Dodge Challenger

The 2015 Dodge Challenger's segment-first eight-speed automatic transmission delivers world-class precision and fuel efficiency, along with a new electronic shifter, sport mode and paddle-shifting capabilities for more performance, as well as an improvement in fuel economy. Once limited to sedans costing twice as much, the new Dodge Challenger democratizes this exclusive world-class technology, offering the Torque-Flite eight-speed automatic transmission standard on every V6 model for 2015.

The new 2015 Dodge Challenger R/T lineup and high-performance 6.4-litre Scat Pack and 392 HEMI Scat Pack Shaker trims offer the choice of a six-speed manual or the ZF 8HP70 electronic eight-speed automatic transmission. By design, this state-of-the-art gearbox provides world-class shift quality and refinement with enhanced performance and fuel efficiency. Paired with the 5.7-litre HEMI V8 engine and its 400 lb.-ft. of torque, the Dodge Challenger R/T models can deliver 0-100 km/h performance in the mid-5-second range. For even quicker acceleration, the Dodge Challenger 6.4-litre Scat Pack and 392 HEMI Scat Pack Shaker with 485 horsepower can do the same sprint in the mid-4-second range.

For customers looking for V6 power and efficiency, the Dodge Challenger SXT models now offer the advanced TorqueFlite eight-speed automatic transmission for 2015, delivering 0-100 km/h in the low 6-second range.

The legend returns with fully functional Shaker cold-air intake and complete Shaker appearance (late availability)

For Challenger owners looking for an even more aggressive appearance, Dodge brings back the legendary Shaker package, featuring a functional engine-mounted "Shaker" hood scoop and a full array of exclusive Shaker content. The all-new Shaker hood and scoop provide cold-air induction, along with a Mopar-branded cold-air intake fitted with a conical air filter, which feeds fresh air to meet the demands of the 6.4-litre V8, as well as the 5.7-litre HEMI.

Shaker chassis upgrades include the standard Super Track Pak, which includes performance upgrades for suspension, brakes and steering, as well as three-mode electronic stability control, including "full off" mode and Goodyear Eagle F1 performance tires (all-season tires available). In addition to the prominent hood scoop, the Shaker special trim adds hood-to-tail Satin Black Shaker graphic stripes, Gloss Black grille surround, Satin Black rear spoiler and fuel filler door, Challenger script grille badge, "Shaker" badge underhood – just like the original – and 20-inch polished aluminum wheels with black pockets in satin finish (20-by-8-inch on R/T; 20-by-9-inch on 392 HEMI Shaker). R/T Shaker models add a unique "Shaker" badge on the Shaker scoop, while the 392 HEMI Scat Pack Shaker has a legendary "392 Shaker" badge on the Shaker scoop and a unique Bumble Bee badge on the fender. Two new heritage colours are available, Sublime Green and B5 Blue. They join TorRed, Billet Silver, Pitch Black and Bright White.

Inside, the Shaker package adds high-performance stitched and perforated leather seats with Shaker logo embroidery (R/T Plus, 392 Shaker) available in Dark Slate with Sepia accent stitching or Radar Red with Radar Red stitching, combined with a performance steering wheel, K-Black accents, bright pedals, a Shaker dashboard plaque and Shaker splash screen graphics in 7-inch customizable in-cluster display.

Super Track Pak

For maximum performance on road and track, Challenger's Super Track Pak provides a full complement of race-bred chassis upgrades and is now available on all Challengers, including 3.6-litre V6 models for the first time. The Super Track Pak lowers the suspension by 12.7 millimetres (0.5 inches) and adds Bilstein shock absorbers, high-performance brakes and specially tuned suspension to provide a near 50-50 front/rear weight balance. The Super Track Pak comes complete with a shortcut button to the new Dodge Performance Pages embedded in the 8.4-inch touch screen radio and provides visible performance information, such as programmable shift light indicator, reaction time, 0-100 km/h times, G-force indicator and lap times in the 7-inch customizable in-cluster display.

Enthusiast-desired Rear-wheel-Drive architecture with advanced technological solutions

As the Dodge brand's performance coupe, the chassis of the new 2015 Dodge Challenger is designed, engineered and fine-tuned to deliver world-class performance and efficiencies thanks to its advanced technological solutions.

- Electric power steering (EPS)
 - New EPS now provides three driver-selectable steering modes: Normal, Comfort and Sport. Tuning allows for more responsive steering for spirited driving while maintaining ease in low-speed situations and when parking
- All-new, lighter weight axles
 - All-new cast-aluminum axle housing reduces weight, helping hold overall curb weight increase to a minimum despite considerable equipment additions
- Updated suspension tuning
 - Sport-tuned suspension with 18-inch wheels now standard on all Challenger SXT models, while all Challenger R/T models now include larger 20-inch wheels with lower profile side walls and wider 245-series rubber for crisp handling
 - Super Track Pak is now available on the Challenger SXT entry model, enabling all 2015 Dodge Challengers to deliver more performance thanks to a 12.7 mm (0.5-inch) lowered ride height with larger sway bars, Bilstein shock absorbers, Goodyear Eagle F-1 three-season high-performance tires (available all-season tires), high-performance brake linings and three-mode ESC, including "full off" mode
- Sport mode
 - Sport mode provides blistering-quick gear changes with the eight-speed TorqueFlite automatic transmission, reducing shift times by 37 per cent (250 milliseconds vs. 400 milliseconds), while engaging a more aggressive transmission calibration. When Auto/Stick is engaged with Sport mode, the driver can select and hold the desired gear without unexpected shifts, including at the redline
 - Sport mode also engages a more aggressive throttle map and steering feel
- Electronic shifter
 - Fully electronic shifter provides the intuitive look and feel of a traditional linkage shifter, with less shift effort and refined engagement with detents providing clear physical feedback of gear position. Like the available steering-wheel mounted paddle shifters, the new electronic shifter has a manual-mode shift gate for Auto/Stick control

Technology features include all-new Uconnect system

The 2015 Dodge Challenger delivers a slew of high-tech features for the ultimate driving experience including a Uconnect multimedia centre featuring voice texting, new Dodge Performance Pages and 3-D navigation.

The 2015 Dodge Challenger's available navigation system accommodates one-step voice-controlled destination entry and enhanced 3-D navigation map graphics, making it simple for drivers to recognize where they are and where they need to go. The new 8.4-inch touchscreen is also 29-per cent larger than its predecessor.

Through the all-new Dodge Performance Pages available on the segment's largest 8.4-inch Uconnect touch screen, Challenger drivers can reduce shift times from approximately 400 milliseconds to 250 milliseconds, increase engine and throttle responsiveness, adjust electronic stability control (ESC) settings and firm up the steering feel. Additionally, the system includes active launch control, launch control RPM settings, performance timers and performance gauges, such as G-force indicators and engine performance.

Upgrades add collision warnings to Challenger's list of 70-plus safety and security features

The 2015 Dodge Challenger occupants gain additional protection and accident-avoidance assistance, including Blind-Spot Monitoring, Rear Cross Path Detection and Adaptive Cruise Control, to name just a few. Blind-Spot Monitoring provides an alert if a vehicle is in an adjacent lane and audibly chimes to warn the driver. Forward Collision Warning alerts when the driver fails to react to an impending forward obstacle. The Challenger's new Adaptive Cruise Control matches traffic speed, accelerating to highway speed providing additional assistance whether on long highway drives or in heavy traffic. All-new rain-sensing wipers and automatic high-beam control aid the driver by assisting with

common functions during inclement weather conditions.

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