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## **Bold, Powerful and Practical—2010 Dodge Charger a Year-round Performance Sedan**

### **2010 DODGE CHARGER**

#### **NEW FOR 2010**

- Body-color sill cladding (all models)
- Chromed grille with black insert (standard on Charger SE)
- Supplemental Side-curtain Air Bags (standard on all models)

August 31, 2009, Auburn Hills, Mich. -

The 2010 Dodge Charger is a modern, four-door coupe that combines rear-wheel-drive muscle-car power, sports-car handling, leading-edge technology and five-passenger comfort to deliver a thrilling, yet fuel-efficient driving experience.

Modern technologies including Electronic Stability Control (ESC) and All-speed Traction Control make it possible to bring a 21st-century muscle car to market with the ride and handling characteristics inherent in rear-wheel drive. 2010 Dodge Charger rear-wheel-drive models feature outstanding performance and handling, near 50-50 weight distribution and unique suspension tuning for driving excitement.

All-wheel-drive Dodge Charger models feature an active transfer case and front-axle disconnect. No other major manufacturer offers these two independent technologies together. The unique system seamlessly transitions between rear-wheel drive and all-wheel drive with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy while still providing the outstanding performance and handling inherent in rear-wheel drive.

For even more handling performance, the Road/Track Performance Group offers P245/45R20 all-season performance tires and 20-inch chrome-clad aluminum wheels. Tuned for firmer handling, this package is available on the V-8 HEMI-powered Dodge Charger R/T model and includes performance heated front seats with suede inserts, rear deck-lid and front fascia spoilers, load-leveling and height-control shocks, and performance suspension, steering, brakes, exhaust and induction system.

In addition to the legendary 5.7-liter HEMI V-8-powered Dodge Charger R/T, a Super Track Pack handling package offers even more driving excitement with 20-inch Goodyear Eagle F1 Super Car tires, front and rear Nivomat self-leveling shock-absorbers, a larger rear stabilizer bar, a 3.06 rear-axle ratio and less-intrusive ESC.

### **Dodge Charger**

#### **AT A GLANCE**

- **Modern coupe styling with four-door functionality**
  - A high beltline, aggressive roofline and coupe-like profile hint at past designs, but the Dodge Charger continues as a fresh execution of modern muscle
  - With a contemporary design to back up its power, sports-car handling and cutting-edge technology, today's consumers will appreciate the added function, convenience and interior capacity of a full-size passenger car with American rear-wheel-drive muscle-car genes
  - A short- and long-arm (SLA) front suspension system combined with a five-link independent rear suspension system are tuned to provide spirited driving and handling performance
  - Dodge Charger models are available with a five-speed automatic transmission with Auto Stick to provide a full range of transmission performance to match a variety of driving styles

and situations

- **It's got a HEMI!**

- Dodge Charger R/T offers exceptional performance with the legendary 5.7-liter HEMI V-8 engine, producing 368 horsepower (274 kW) and 395 lb.-ft. (536 N•m) of torque and features fuel-saving Multi-displacement System (MDS) technology that provides as much as a 20-percent improvement in fuel economy

- **Best of both worlds—the security of all-wheel drive with the spirit and handling of rear-wheel drive**

- All-wheel-drive models add outstanding performance and stability in all driving conditions
- Dodge Charger all-wheel-drive models are equipped with an active transfer case and front-axle disconnect—an innovative “on-demand” system that disconnects the front axle from the drivetrain until all-wheel drive becomes necessary
- Allowing the vehicle to switch between two-wheel drive and all-wheel drive maximizes fuel economy on all-wheel-drive Dodge Charger models, while still providing the outstanding performance and handling inherent in rear-wheel drive

- **Safety and security**

- Dodge Charger models are available with Electronic Stability Control (ESC) with Brake Assist, All-speed traction control and four-wheel Anti-lock Brake System (ABS)
- Additional passive and active safety features include rear-sill reinforcement and structure, energy-absorbing steering column, low-risk deployment air bags and supplemental side-curtain air bags

- **Customer convenience technology**

- Available Boston Acoustics audio systems including a six-speaker, 276-watt amplifier system or an eight-speaker, 5.1 Matrix surround-sound amplifier including subwoofer
- Available Uconnect™ Multimedia features a 30-gigabyte hard drive for ripping up to 6,700 songs from CD or USB memory, photo uploading for home-screen personalization and the ability to display movies when the vehicle is in Park (as permitted by state regulations)
- Available Uconnect Phone features Bluetooth technology to provide voice-controlled wireless communication between the occupants' compatible mobile phone and the vehicle's onboard receiver
- Available Uconnect Navigation combines the features of Uconnect Phone and Uconnect Multimedia with navigation and real-time traffic updates
- Available rear-seat Video Entertainment System (VES®) features 7-inch LCD screen and two wireless headphones for DVD and auxiliary audio/video entertainment

- **PRODUCT CHRONOLOGY**

- 2009 MODEL YEAR**

- Deep Water Blue Pearl Coat replaced Steel Blue Pearl Coat
- Refreshed taillamp design on all models
- Antenna moves to rear window on all models
- Aluminum wheels added on Charger SE
- Upgraded interior accents including satin silver door trim spears, satin silver center console cup holder rings and satin silver center stack and shifter bezels added on Charger SE
- Trunk cargo net and scuff plate added on Charger SE
- LED-illuminated door map pockets added on Charger R/T (included with Leather Package on Dodge Charger SXT)
- LED-illuminated front cup holders added on all models
- EVIC informs driver when in two-wheel drive or all-wheel drive (AWD models)
- EVIC informs driver when using the fuel-saving Multi-displacement System (MDS) by automatically flashing “ECO” message on Dodge Charger R/T
- New-generation 5.7-liter HEMI engine with fuel-saving MDS technology and variable-valve timing (VVT) achieves increased horsepower (368 hp) and torque (395 lb.-ft.) on Charger R/T

- New axle ratio of 2.65:1 on Charger R/T
- All-wheel-drive models are equipped with innovative Active Transfer Case and Front-axle Disconnect to maximize performance and fuel economy
- New axle ratio of 3.06:1 on Charger AWD models
- Updated Tire Pressure Monitoring (TPM) with "LO TIRE" warning message on all models

- **2008 MODEL YEAR**

- Dark Titanium Metallic Clear Coat and Light Sandstone Metallic Clear Coat replaced Marine Blue Pearl Coat and Silver Steel Metallic Clear Coat Interior
- Interior refresh including new instrument panel, instrument cluster and center console
- Cabin air-filtration system, heated front seats, power passenger seat, dual-zone automatic temperature control, automatic headlamps, express-up/-down power front windows added on Charger R/T
- Cabin air-filtration system, power adjustable pedals and SIRIUS Satellite Radio with one-year subscription provided by SIRIUS added on Charger SXT
- iPod® Control added to Uconnect Phone
- LED lighting in front cup holders and front and rear map pockets (offered on Charger R/T Popular Equipment Group)
- Upgraded cloth seat material
- Repositioned cruise-control stalk
- Satin chromed bezels and accents added to instrument panel, center console and door trim panels
- Upgraded soft-touch surfaces added on door armrests, center console armrest and door trim
- New radio options included:
  - AM/FM/CD/MP3 radio (standard)
  - AM/FM/6CD/DVD/MP3 radio (included in R/T Popular Equipment Package)
  - Uconnect Navigation
- SIRIUS Backseat TV™ — including one-year streaming video subscription provided by SIRIUS (standard with optional rear-seat Video Entertainment System (VES®) available on Charger SXT with SXT Popular Equipment Package and Charger R/T models)
- SIRIUS Satellite Radio with one-year subscription provided by SIRIUS (now standard on SXT, optional with SE Popular Equipment Group)
- New 17-inch wheel covers added on Charger SE
- New 17-inch machined-face aluminum wheels added on Charger SXT
- New 18-inch machined aluminum wheels added on Charger R/T and Charger R/T AWD)
- "Fuel Saver Mode" display added on Charger R/T (equipped with EVIC)
- Tire Pressure Monitoring (TPM) added on all models
- Power adjustable pedals added on Charger SXT
- Seat-mounted air bags added to side-curtain air bags added on Charger Daytona R/T (optional on all Charger models)
- Xenon High-intensity Discharge (HID) headlamps offered on Charger R/T
- New SE Popular Equipment Package included: 17-inch machined aluminum wheels, eight-way power driver's seat, SIRIUS Satellite Radio with one-year subscription provided by SIRIUS, body-side molding and premium front and rear floor mats
- New SXT Popular Equipment Package included: power heated leather-trimmed driver and front-passenger seats, leather-wrapped steering wheel and shift knob, dual-zone automatic temperature control, automatic headlamps, express-up/-down power front windows, Boston Acoustics six-speaker 276-watt amplifier speaker system and 18-inch machined aluminum wheels
- New R/T Popular Equipment Package included: AM/FM/6CD/DVD/MP3 radio; Boston Acoustics eight-speaker 368-watt Digital Signal Processing (DSP) amp with 5.1 Matrix Surround Sound; theft alarm; EVIC including compass, trip computer, "Fuel Saver Mode" display, steering-wheel audio controls and HomeLink universal transceiver; Remote Start; LED-illuminated cup holders and door map pockets, and 18-inch chrome-clad aluminum

wheels (RWD only)

- **2007 MODEL YEAR**

- Marine Blue Pearl Coat, Steel Blue Metallic Clear Coat and TorRed replaced Magnesium Pearl Coat and Midnight Blue Pearl Coat
- 2.7-liter V-6 engine providing 190 hp (142 kW) and 190 lb.-ft. (258 N•m) mated to a four-speed automatic transmission became standard on Charger SE
- 3.5-liter V-6 engine mated to a five-speed automatic transmission with Auto Stick offered on Charger SE, standard on Charger SXT
- All-wheel drive (38/62 front/rear torque split) added as an option to the Charger SXT and Charger R/T models
- AM/FM/6CD/full-map DVD-based navigation radio with GPS offered on SXT
- Automatic oil change alert
- Convenience Group III bundled automatic headlamps, one-touch express up/down front windows and dual-zone automatic temperature control (ATC) offered on SXT
- Enhanced Road/Track Performance Group package included 20-inch chrome-clad aluminum wheels, 245/45ZR20 all-season performance tires, front chin and rear deck-lid spoilers, and five exterior color offerings; in addition to equipment previously offered on Charger R/T (RWD)
- Low-risk deployment air bags added on all models
- New 18-inch chrome-clad aluminum wheels offered on Charger SXT and Charger R/T (RWD) models
- New 18-inch ultra-bright aluminum wheels added on Charger R/T
- New 20-inch chrome-clad aluminum wheels and 245/45ZR20 all-season performance tires added on the Daytona R/T Package and Charger R/T with the Road/Track Performance Group
- New deck-lid spoiler and 18-inch chrome-clad aluminum wheels offered on Charger SXT (RWD)
- Power adjustable pedals added on Charger R/T
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS added on Charger R/T

- **2006 MODEL YEAR**

- Charger is reincarnated with contemporary form and function offering two models and unique packages designed for all levels of modern muscle-car enthusiasts.

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