

Dodge Brand Introduces 'New Rules' for Buying a Car with Innovative Online Dodge Dart Gift Registry

- Dodge creatively redefines how to purchase the groundbreaking all-new 2013 Dodge Dart just as the brand redefined what a world-class compact car should be
- Registry launches with new 30-second 'How to Change Buying Cars Forever' TV spot debuting January 20 on Fox Network NFC championship broadcast
- 'Dodge Dart Registry' makes buying a car easier and more social than ever

January 16, 2013, Auburn Hills, Mich. - Brides and grooms have been doing it for years. Now it's easier than ever for new car buyers too.

The Dodge brand introduces the "[Dodge Dart Registry](#)," an online program that provides a creative way to raise money toward the purchase of a new [Dodge Dart](#) by mobilizing friends and family to help consumers make their new car dreams come true.

"Establishing an online registry is another example of how Dodge continues to create 'New Rules' with the Dodge Dart," said Oliver Francois, Chief Marketing Officer, Chrysler Group LLC. "The registry is designed to make the process of configuring and buying a new Dart more social than ever, in a way that has never been done before. Now, 'New Rules' transcends not only how we design, build and market a car, but redefines how consumers can purchase a new vehicle by mobilizing friends and family to help."

The Dart Registry, www.DodgeDartRegistry.com, allows consumers to configure and customize a Dodge Dart, and set a goal for the amount of money they want to raise to fund it. It then itemizes components of the car—like a steering wheel, shifter, seat, or engine—allowing friends, family or anyone to sponsor the specific parts.

"Just as the Dodge brand has redefined what a compact car can be with the outstanding style, fuel efficiency and class leading safety and technology of the [all-new 2013 Dodge Dart](#), we are also breaking new ground by creating fun and innovative ways for consumers to interact and purchase one," said Reid Bigland, President and CEO – Dodge Brand.

Like any registry, friends and family can ensure they're giving a gift that someone really wants, whether it is for birthdays, graduations or any other gift-giving moments throughout the year. Once registered, an individual has the option to connect to Facebook and Twitter to spread word about their desire to own a new Dodge Dart or, perhaps, thank anyone who has contributed to the effort, all the while communicating and sharing key features of the vehicle through their social channels.

The Dodge Dart registry launches January 20 with a new 30-second commercial titled "How to Change Buying Cars Forever." The spot debuts during the Fox network broadcast of the NFL National Football Conference Championship Game. It explains the registry concept and how it works online, continuing the same dose of fun, creative license and Dodge brand humor introduced in July 2012 with the 90-second "How to Change Cars Forever" commercial. That spot served as a rapid-fire "instructional" on how to make a world-class car today, providing an inside look into the Dodge brand's approach to designing and engineering its much anticipated entry into the compact car segment. The campaign followed with a series of four additional spots in the same tone, all featuring the Jay-Z and Kanye West track, "No Church in the Wild," from their "Watch the Throne" album.

The "How to Change Buying Cars Forever" spot and registry website were created by Portland, Ore-advertising agency, Wieden+Kennedy. The ad can be viewed at www.DodgeDartRegistry.com or www.youtube.com/dodge.

In addition to television ads, the registry will be supported through social media and digital advertising.

How It Works

The “Dodge Dart Registry” is powered by RocketHub, a crowdfunding platform that makes raising funds quick and simple. RocketHub’s socially driven platform has helped thousands of artists, scientists, entrepreneurs and social leaders raise millions of dollars from around the world.

Participants go to www.DodgeDartRegistry.com to set-up their personalized registry, including creating their own custom Dodge Dart – choosing from the available 12 exterior colors, 14 interior color and trim options, three powerful, fuel-efficient engines, three transmission choices, unsurpassed safety features and world-class aerodynamics – and establishing fundraising goals and expiration terms (up to 90 days).

RocketHub handles the entire crowdfunding process. Funds raised on the registry, minus processing fees, can be used to purchase a new Dodge Dart.

Registry owners and funders must be at least 18 years of age and residents of the 50 United States or the District of Columbia. A complete list of official terms and conditions is available on the [registry website](#).

About Dodge

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the freshest dealer showrooms in the United States.

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