Contact: Amy Delcamp

Kristin Starnes

All-new 2013 Dodge Dart Named “Most Significant Vehicle” at the North American International Auto Show by Autoweek Editors

- Dodge Dart’s bold styling, Alfa Romeo Giulietta-based chassis and attention to interior detail were key elements in the Dart being named the “Most Significant Vehicle” at the North American International Auto Show
- The all-new Dodge Dart offers drivers the perfect combination of style, power, fuel-efficiency, interior roominess and exceptional value in a compact car
- Winners of Autoweek Editors’ Choice Awards announced today at Autoweek Design Forum

January 12, 2012, Auburn Hills, Mich. - The all-new 2013 Dodge Dart, revealed at the North American International Auto Show (NAIAS) on Jan. 9, is hitting its mark with journalists, winning the Autoweek Editors’ Choice Award as the “Most Significant Vehicle” of the auto show.

“We think the Dodge Dart drills the target dead center,” said Bob Gritzinger, Autoweek Executive Editor. “The bold Dodge styling, sport-tuned Alfa Romeo Giulietta chassis and attention to interior detail will draw buyers into the showroom, while the strong fuel economy and $15,995 starting price should close the deal.”

The 2013 Dodge Dart redefines performance with Alfa Romeo DNA, fuel-efficient powertrains and Dodge’s passion for performance. The all-new Dodge Dart is a thoroughly modern vehicle that’s beautifully designed and crafted, agile and fun-to-drive. Loaded with useful, easy-to-use technology, class-leading safety features including an unsurpassed 10 air bags and clever functionality, the 2013 Dodge Dart offers unmatched personalization, roominess, style, functionality and fun-to-drive dynamics.

“We’re very proud of this award and think the editors at AutoWeek have hit the bullseye by naming the Dart “Most Significant Vehicle,” at the North American International Auto show,” said Reid Bigland, President and CEO—Dodge Brand. “With the compact car segment comprising 15 percent of U.S. new car sales and close to 25 percent of new car sales in Canada, we hope many people in both countries looking for a fuel-efficient, powerful, fun-to-drive car loaded with all the latest technology and safety features soon find it a significant part of their lives, too.”

“The Dart gives Dodge a highly competitive entry in the crucial small sedan segment where it hasn’t been a player since the middle of the last decade,” Gritzinger added.

The 2013 Dodge Dart will have a starting U.S. Manufacturer’s Suggested Retail Price of $15,995 and will be available in five trim levels: SE, SXT, Rallye, Limited and R/T. It will be built in the United States at Chrysler Group’s Belvidere Assembly Plant in Belvidere, Ill. Production of the 2013 Dodge Dart will begin in the second quarter of 2012.

The all-new Dodge Dart has been engineered with great levels of refinement, craftsmanship and engaging driving dynamics. Consumers can get more information at www.Dodge.com/Dart.

About the Dodge Brand
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 youngest dealer showrooms in the United States.

-###-

Additional information and news from Stellantis are available at: https://media.stellantisnorthamerica.com