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Nearly 300 Belvidere, Illinois-built Dodge Darts Drive Away From Chicago's Soldier Field and Into Dealerships Across the Midwest

June 27, 2012, Chicago - The all-new 2013 Dodge Dart continues to make its way to dealers across the country today.

On Wednesday, the Governor of Illinois, Pat Quinn, joined Reid Bigland, Dodge Brand President & CEO and Head of U.S. Sales, and nearly 600 dealership personnel from the Midwest Business Center at Soldier Field in downtown Chicago for a celebratory "driveaway" of the all-new 2013 Dodge Dart to approximately 300 dealerships across Illinois, Indiana, Iowa, Wisconsin, Kentucky and Missouri.

"The all-new Dodge Dart is a groundbreaking vehicle that brings features and content never before seen in the compact car segment," Reid Bigland said. "With the Dart now enroute to 2400 Dodge dealers across the country, including nearly 300 in the Mid-West, customers can now personally experience all that it has to offer."

The Dodge Dart is built at the Belvidere Assembly Plant in Illinois. Chrysler Group has recently invested more than \$600 million in the facility to support production of the all-new Dart.

"Our commitment to supporting the auto industry helped Chrysler add a third shift at its Belvidere plant, and the new Dodge Dart is proof that they are thriving here," Governor Quinn said. "We are pleased that Chrysler made the decision to build its next generation of automobiles right here in Illinois using hard-working Illinoisans."

The Chicago Dodge Dart driveaway event at Soldier Field is one of several "Dealer Drive Away" programs taking place across the United States during June. Darts have also driven away from Texas Motor Speedway in Dallas, Las Vegas Motor Speedway, the Palace of Auburn Hills in Michigan and the National Harbour in Washington, D.C.

About Dodge Dart

The new 2013 Dodge Dart hits the mark with a modern, unmistakable Dodge design which features great exterior proportions and unmistakable Dodge cues like the "racetrack" taillamps and signature front grille. The exterior not only looks good, but delivers world-class aerodynamic performance along with an agile, fun-to-drive experience on the road. The Dart is the first Chrysler Group vehicle built on Fiat Group architecture; it's based off of the award-winning Alfa Romeo Giulietta.

Interior comfort and style are on target for drivers and passengers with a modern blend of precision craftsmanship, exciting bursts of color and more interior roominess than some mid-size sedans. The new Dodge Dart offers drivers thousands of ways to personalize their car with 12 exterior colors, 14 interior color and trim combinations, three fuel-efficient engines, three transmissions, seven wheel choices and six trim levels. The all-new 2013 Dodge Dart offers the interior room of some mid-size sedans, class-leading safety, state-of-the-art technology and unmistakable style starting at a U.S. manufacturer's suggested retail price (MSRP) of just \$15,995 (excluding destination) while offering up to 41 mpg highway.

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