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## **Dodge Brand, Clear Channel Media and Entertainment Launch Nationwide Summer Tour Featuring the All-new 2013 Dodge Dart**

- International recording artist Pitbull customizes 'iHeart Dodge Dart'; one lucky participant to win one-of-a-kind vehicle
- 'Road to Las Vegas' events in 11 cities across America combine music, Clear Channel radio personalities, Dodge Dart test-drives and Dodge blogger street teams
- Twelve lucky test-drive participants to win tickets to the iHeartRadio Music Festival in Las Vegas
- Fans can visit Dodge dealers across America to test-drive the all-new Dodge Dart for a chance to win

AUBURN HILLS, Mich., and NEW YORK CITY -- The Dodge brand and Clear Channel Media and Entertainment today announced the two companies are teaming up for a nationwide tour centered around music and the all-new 2013 Dodge Dart compact car.

"The Road to Las Vegas" event will ultimately send 12 fans and their guests to the iHeartRadio Music Festival 2012 at MGM Grand in Las Vegas on Sept. 21 and 22. In addition, one lucky participant will win a special "iHeart Dodge Dart" customized by international recording artist Pitbull.

There will be 11 major market events across the country leading up to the festival, which will bring together music, on-air Clear Channel radio personalities and test-drives of the all-new 2013 Dodge Dart, the brand's groundbreaking new compact car. Each test-drive participant will automatically be entered into the sweepstakes to win one of 12 VIP experience packages to the iHeartRadio Music Festival 2012, including two tickets to the Festival, a backstage meet-and-greet with Pitbull and a chance to win his one-of-a-kind customized Dodge Dart.

Consumers taking Dodge Dart test-drives at Dodge dealerships across America also will be entered into the sweepstakes.

"The all-new Dodge Dart is a groundbreaking vehicle delivering features and benefits never before offered in a compact car," said Reid Bigland, President and CEO – Dodge Brand. "This promotion featuring test-drive events in 11 cities across the United States and an 'iHeart Dodge Dart' customized by Pitbull will allow consumers to personally experience the class-leading driving dynamics, style, roominess, and technology of the all-new Dart."

"Our goal in working with Dodge on this unique campaign is to help make the 2013 Dodge Dart the automotive conversation of the summer," said Tim Castelli, President of Sales, Marketing and Partnerships for Clear Channel Media and Entertainment. "This campaign showcases Clear Channel's strengths: our ability to execute creative, integrated and multiplatform campaigns that connect major brands with consumers and today's top artists."

Throughout the tour, Dodge "road-tripper" street-team bloggers and Clear Channel radio station on-air personalities will direct listeners to additional events taking place across the country – with each test-drive providing a chance to win a VIP trip to the iHeartRadio Music Festival.

The Dodge brand will promote the summer music events online through iHeartRadio, a free, all-in-one digital service that lets listeners find more than 1,000 live stations or create their own commercial-free custom stations inspired by favorite artists and songs. The summer tour also will be promoted across Clear Channel Hot Adult Contemporary

(AC), Rhythmic AC, Contemporary Hit Radio (CHR), Rhythmic CHR, Urban stations and Spanish Contemporary stations in the top 50 markets through on-air spots and radio personality interaction and engagement with listeners across the country.

The first event began in Dallas on July 29. Additional stops take place in Phoenix (Aug. 4-5), Los Angeles (Aug. 10-12), San Antonio (Aug. 18), Orlando, Fla. (Aug. 25), Atlanta (Aug. 31), Baltimore (Sept. 7), Brooklyn, N.Y. (Sept. 8) and Denver (Sept. 16). Dates will be announced soon for additional tour stops in Detroit and Chicago.

For more details on “The Road to Las Vegas” summer tour and sweepstakes, and to follow the adventures of the Dodge bloggers as they journey across America, fans can visit the Dodge brand Facebook page,

[www.facebook.com/Dodge](http://www.facebook.com/Dodge).

#### **About 2013 Dodge Dart**

The all-new 2013 Dodge Dart leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design, creating an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization. The Dodge Dart brings features and content never before seen in the compact car segment. With a U.S. manufacturer’s suggested retail price (MSRP) of just \$15,995 (excluding destination), the new Dodge Dart is a thoroughly modern vehicle that’s beautifully designed and crafted with high-quality materials, attention to detail and precision craftsmanship.

With an available fun-to-drive 1.4-liter MultiAir Turbo engine offering up to 41 mpg highway, great ride and handling characteristics compliments of the Alfa Romeo-based chassis, innovative interior style featuring high-quality materials, splashes of color—like Ruby Red and Citrus Peel --and cool technology not found in the segment, like the available class-exclusive 8.4-inch Uconnect Touch Screen and 7-inch thin film transistor (TFT) customizable gauge cluster, as well as class-leading safety features, such as 10 standard air bags, and innovative style including available class-exclusive LED “racetrack” taillamps and integrated dual exhaust, the 2013 Dodge Dart sets a new standard in the compact car segment.

Learn more about the all-new Dart at [www.Dodge.com](http://www.Dodge.com) or [www.facebook.com/Dodge](http://www.facebook.com/Dodge).

#### **About Clear Channel Media and Entertainment**

With 237 million monthly listeners in the U.S., Clear Channel Media and Entertainment has the largest reach of any radio or television outlet in America. Clear Channel Media and Entertainment serves 150 cities through 850 owned radio stations. The company’s radio stations and content can be heard on AM/FM stations, HD digital radio channels, Sirius/XM satellite, on the Internet at iHeartRadio.com and on the company’s radio station websites, on the iHeartRadio mobile application on iPads and smartphones, and used via navigation systems from TomTom, Garmin and others.

The company’s operations include radio broadcasting, online and mobile services and products, live concerts and events, syndication, music research services and independent media representation. Clear Channel Media and Entertainment is a division of CC Media Holdings, Inc. (OTCBB: CCMO), a leading global media and entertainment company. More information on the company can be found at [clearchannel.com](http://clearchannel.com), [clearchanneloutdoor.com](http://clearchanneloutdoor.com) and [ccmediaholdings.com](http://ccmediaholdings.com).

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