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Dodge Debuts New Dart Blacktop at 2014 North American International Auto Show

- With unique wheels, select exterior colors and Gloss Black accents throughout, Dodge brand's popular Blacktop packages offer customization from the factory, giving vehicles a sporty, sinister look
- 2014 Dodge Dart SXT Blacktop package offers unique 18-inch Gloss Black wheels, Gloss Black side mirrors and a unique sport interior for a U.S. Manufacturer's Suggested Retail Price (MSRP) of just $295
- Along with the Dart, Dodge also offers Blacktop packages for Charger, Challenger, Avenger, Journey and Grand Caravan

January 7, 2014, Auburn Hills, Mich. - The Dodge brand is expanding its lineup of Blacktop packages to the 2014 Dodge Dart, building on the success of the Blacktop packages already offered on Charger, Challenger, Avenger, Journey and Grand Caravan. The new 2014 Dodge Dart Blacktop package will debut at the 2014 North American International Auto Show in Detroit in January.

Built to give customers a sporty, distinct look customized by the factory at a tremendous value, the Dodge Blacktop vehicles add unique Gloss Black wheels, select exterior paint colors, Gloss Black painted split-crosshair grille with Gloss Black matching grille surround, darkened headlamp bezels, as well as some unique Blacktop interior touches.

"The Blacktops have become a signature of sorts for the Dodge Brand," said Tim Kuniskis, President and CEO – Dodge Brand, Chrysler Group LLC. "With the addition of the Blacktop package for the Dodge Dart, we're adding to our line-up of vehicles that offer the more aggressive look that has become so popular with our customers."

The 2014 Dodge Dart Blacktop package will start arriving at dealers in the first quarter of 2014.

2014 Dodge Dart Blacktop

The 2014 Dodge Dart shows its sinister side with the Dart Blacktop package. The new package complements the freshened 2014 Dart lineup, which features the 2.4-liter MultiAir2 Tigershark engine that produces 184 horsepower and 174 lb.-ft. of torque now standard in the 2014 Dart SXT and Limited models, and featuring a unique calibration on GT models.

The 2014 Dodge Dart Blacktop package is based on the 2014 Dart SXT model with the Rallye Appearance Group. On the exterior, the Blacktop package adds as standard equipment Gloss Black mirrors and unique 18-inch Gloss Black aluminum wheels, adding to the features already included on the SXT and Rallye Appearance Group, including Gloss Black mask and split crosshair grille, dark-tinted projector headlamps, projector fog lamps, integrated dual exhaust, LED racetrack tail lamps, leather-wrapped steering wheel, Bluetooth and much more.

The Dodge Dart Blacktop will be available in Redline Red, Header Orange, Blue Streak, Granite Crystal Metallic, Billet Silver, Pitch Black and Bright White.

The Dart Blacktop also features unique interior details, including Black/Ruby Red premium cloth interior with Ruby Red accent stitching on the instrument panel brow, center console and seat bolsters. dual Ruby Red accent stripes on the front seats. and Ruby Red accents in the door trim panels. A Black/Light Tungsten cloth interior is also available on Dart Blacktop models.

As with all Dodge Dart SXT models, the Blacktop can also be equipped with the Sun and Sound Group, which features a power express open/close sunroof, nine Alpine speakers with subwoofer, 506-watt amplifier, Uconnect 8.4 CD/MP3 radio with 8.4-inch touchscreen radio, iPod control, SiriusXM Satellite Radio with 12-month subscription, ParkView rear backup camera, floating island bezel illuminated instrument panel surround and glove box lamp,

Navigation and the Cold Weather Group, which includes heated exterior mirrors, heated front premium cloth seats, tire-pressure monitoring display and remote start (with automatic transmission).

The 2014 Dodge Dart SXT Blacktop package is available at a U.S. MSRP of just $295 on the Dart SXT with Rallye Appearance Group.

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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