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Chrysler Canada Reveals New Dodge Dart Scat Packages at 2014 Montreal International Auto Show

- Dodge and Mopar join forces to introduce new Scat Package performance upgrade kits for 2014 Dodge Dart
- Scat Package 1, Scat Package 2, and Scat Package 3 available for 2014 Dodge Dart include optimized calibration and much more
- Multiple options make affordable performance upgrades available to owners, ranging from the everyday enthusiasts to the weekend track warriors
- Scat Package kits to be available in the Spring of 2014

January 16, 2014, Montreal, Quebec - Good things are coming in packages for Dodge Dart owners who love performance and delving into the iconic automotive brand's rich, 100-year history.

Today at the 2014 Montreal International Auto Show, Dodge and Mopar announced the Canadian introduction of new Scat Package performance stage kits for the 2014 Dodge Dart.

They honour the 45th anniversary of the legendary "Scat Pack Club," that played a prominent role in Dodge's storied performance car heritage. In 1968, Dodge united the brand's performance vehicle enthusiasts through the creation of the Scat Pack Club. It quickly transformed and expanded from an enthusiasts' club into an over-arching Dodge performance philosophy. This shared philosophy ultimately evolved into the desire for even more performance. The Dodge and Mopar brands partnered to respond to this need by delivering factory-engineered performance stage kits that would ultimately become known as "Scat Packages."

"The Scat Pack performance philosophy has always been the core of Dodge DNA," said Tim Kuniskis, President and CEO, Dodge Brand. "Bringing back factory stage kits allows Dodge enthusiasts to extract the maximum performance from their vehicles without the fear and guesswork typically associated with modifying late-model vehicles."

Scat Package 1, 2 and 3 kits will be made available for the 2014 Dodge Dart, all at a cost-effective price, allowing enthusiasts to step up the performance of their vehicle at their own pace. Each Scat Package kit includes a numbered hard badge associated with its performance stage, so enthusiasts can proudly display the emblem on their vehicle as a badge of honour.

"The new Scat Package kits reinforce our commitment to the performance arena," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group LLC's service, parts and customer-care brand. "With multiple kits available, we can suit the performance upgrade needs of our owners."

The Scat Package performance upgrade kits will be available in the Spring of 2014 from your local Chrysler Dodge Jeep® and Ram dealer's Mopar Parts counter.

2014 Dodge Dart

The Scat Packages – which debuted at the SEMA show in Las Vegas last November - builds from the 2014 Dodge Dart GT, already powered by a spirited 184 horsepower 2.4-litre Tigershark engine and a six-speed manual transmission.

Scat Package 1 provides a shot in the arm of performance and handling improvements from Mopar through a cold-air intake, performance brake pads and a new short-throw shifter.

The next-level, Scat Package 2 amps up horsepower by providing Dodge Dart owners with a no-nonsense customized engine calibration to work in harmony with a Mopar cat-back exhaust.

At the top level, Scat Package 3 provides the ultimate package for those seeking optimal track times. Included is a Mopar big brake kit, including 13-inch vented rotors, four-piston front calipers and stainless steel lines to maintain optimum temperatures during extreme braking maneuvers. Also included is a performance suspension comprising of adjustable springs for ride height, adjustable dampening struts and front and rear sway bars.

Mopar modifications extend beyond the Scat Package kits with the dual-vented functional aluminum hood, which captures cool air for the Mopar cold-air intake and exhausts hot air to achieve optimal operating temperature.

The 2014 Scat Package Dodge Dart on display in Montreal wears an aero package from the limited-edition Mopar ’13 Dart, with Mopar side sills, chin splitter and rear diffuser, and a unique new three-piece decklid spoiler to boost downforce. A new exhaust dump with side exhaust helps the engine breathe, and the Dart rides on concept 19 x 8-inch lightweight gloss black wheels, accented with Mopar logo centre caps.

Inside, Katzkin performance leather seats add a premium touch to Dodge Dart’s interior. Door bolster inserts with a red border and red accent stitching on the seats, dash, armrest, wheel and shift boot are also found inside, along with red seat-belt webbing on the driver’s side, red trim accents and premium floor mats with red piping. Black chrome graces the door pulls, HVAC bezels, and shifter cluster, while an array of Mopar accessories, including the bright-pedal kit, leather-wrapped shift knob, bright door-sill guards, moulded cargo tray and wireless charging complete the show car’s interior.

SCAT PACKAGE 1 2.4-litre

- Mopar cold-air intake
- Mopar short-throw shifter
- Mopar performance brakes, including slotted rotors and performance brake pads

SCAT PACKAGE 2 2.4-litre

- “Optimized” engine calibration (premium octane)
- Mopar cat-back exhaust

SCAT PACKAGE 3 2.4-litre

- Mopar big brake kit with stainless lines
- Performance suspension with adjustable springs and struts
- Upgraded performance front and rear sway bars

About Dodge

The Dodge brand is tearing into its centennial year with a keen eye focused on the future and a desire to create vehicles customers can’t wait to drive and are proud to park in their driveways. With 100 years of history, Dodge is building technological advancements, striking designs, racing heritage and efficiency as it paves the road to its future. The 2014 Dodge lineup includes four Insurance Institute for Highway Safety (IIHS) Top Safety picks and two Top Safety Pick+, three vehicles with best-in-class power, six vehicles that deliver 8.0 L/100 km (35 mpg) or better, three vehicles that deliver 7.3 L/100 km (39 mpg) or better and three vehicles that offer seating for seven.

About Chrysler Canada Inc.

Founded as the Chrysler Corporation in 1925, Chrysler Canada Inc. is based in Windsor, Ontario, and celebrates its 89th anniversary in 2014. Chrysler Canada's product lineup features some of the world's most recognizable vehicles, including the Dodge Grand Caravan, Jeep® Wrangler, Chrysler 300 and Ram trucks.

Chrysler Canada is a wholly owned subsidiary of Chrysler Group LLC, one of the world's leading automotive companies. Chrysler Group LLC, formed in 2009 from a global strategic alliance with Fiat Group, produces Chrysler,

Jeep®, Dodge, Ram Truck, SRT, FIAT and Mopar® vehicles and products. With the resources, technology and worldwide distribution network required to compete on a global scale, the alliance builds on Chrysler's culture of innovation – first established by Walter P. Chrysler in 1925 – and Fiat's complementary technology – from a company whose heritage dates back to 1899. Fiat will contribute world-class technology, platforms and powertrains for small- and medium-sized cars, allowing Chrysler Group to offer an expanded product line including environmentally friendly vehicles.

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