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Dodge Unleashes Most Powerful Muscle Car Ever

All-new 2015 Dodge Challenger SRT with 707 horsepower HEMI® Hellcat engine delivers unrivaled performance, race-inspired interior and new technologies geared toward the driving enthusiast

- New 2015 Dodge Challenger SRT Hellcat features the all-new supercharged 6.2-liter HEMI® – the most powerful V-8 engine Chrysler Group LLC has ever produced
- New Challenger SRT's standard 392 HEMI V-8 delivers 485 horsepower and 475 lb.-ft. of peak torque
- Segment-first TorqueFlite eight-speed automatic transmissions available on both new Dodge Challenger SRT models
- Dodge Challenger SRT with a Hellcat engine features new Pirelli tire technology with class-exclusive standard Y-Plus rated four-season tires to help handle extreme loads
- Both 2015 Dodge Challenger SRT models ride on new, SRT-exclusive forged-aluminum wheels
- New Dodge Challenger SRT models feature the largest front-brake package ever offered in a Chrysler Group vehicle as standard equipment
- All-new, driver-focused cockpit is designed for true performance enthusiasts with stunning style, premium materials, world-class craftsmanship and state-of-the-art technology
- Functional, performance-designed exterior maintains Challenger's original muscle car heritage and key Dodge brand hallmark

July 21, 2014, Auburn Hills, Mich. - The newly consolidated Dodge and SRT brands are launching out of the gate at full throttle – introducing the new 707 horsepower 2015 Dodge Challenger SRT with a Hellcat engine and its stablemate, the 2015 Dodge Challenger SRT – just a few months after taking the wraps off the new Dodge Challenger 392 HEMI® Scat Pack Shaker at the New York International Auto Show.

Driven by the five SRT performance hallmarks, the new 2015 Dodge Challenger SRT 392 and Challenger SRT with the HEMI® Hellcat engine are re-designed and totally re-engineered to be the most true-to-form muscle coupes on the market with performance-enhancing technologies inside and out. With 707 horsepower, the Dodge Challenger SRT Hellcat features the most powerful V-8 engine ever produced by Chrysler Group – the supercharged 6.2-liter HEMI V-8.

"The new 2015 Dodge Challenger SRT Hellcat is the most powerful muscle car ever," said Tim Kuniskis, President and CEO — Dodge Brand and SRT Brand, Chrysler Group LLC. "With 707 horsepower and 650 ft.-lb. of torque, we have unleashed a true GT car with an all-new driver-focused interior, the TorqueFlite eight-speed transmission and the first supercharged HEMI® engine Chrysler has ever produced. The Challenger Hellcat has been released!"

The 2015 Dodge Challenger SRT coupes will be built at the Brampton (Ont.) Assembly plant. Production is scheduled to begin in the third quarter of 2014.

Awe-inspiring powertrains

For 2015, the Challenger SRT with a Hellcat engine is propelled by the new supercharged 6.2-liter HEMI V-8. Its 707 horsepower rating will be the highest of any V-8 engine in Chrysler Group's celebrated history. The all-new V-8 engine can be mated with an upgraded six-speed manual transmission or a beefy, new TorqueFlite eight-speed automatic – the first such gearbox ever offered in the Dodge Challenger SRT's time-honored segment.

This new HEMI® Hellcat engine is Dodge and SRT's first application of V-8 supercharger technology, delivering the full brand experience with fresh potency.

The breakthrough supercharged engine features a forged-steel crankshaft with induction-hardened bearing surfaces. The result is a crank so well-engineered it can withstand firing pressures of 110 bar (1,595 psi) – the equivalent of five family sedans standing on each piston, every two revolutions. And its unique, specially tuned crank damper has been tested to 13,000 rpm.

High-strength, forged-alloy pistons – developed using advanced telemetry measurement – are coupled to powder-forged connecting rods with high-load-capacity bushings and diamond-like-carbon-coated piston pins.

The new supercharged 6.2-liter HEMI V-8 has premium-grade, heat-treated aluminum-alloy cylinder heads that are optimized for superior thermal conductivity. And its die-cast aluminum rocker covers are HEMI Orange.

In addition to the supercharged HEMI V-8 in the Challenger SRT Hellcat, the new 2015 Dodge Challenger SRT model also gets a power boost with upgrades to the 392 HEMI V-8. Horsepower climbs to 485 from 470, while peak torque jumps to 475 lb.-ft. from 470 lb.-ft.

The 392 also can be mated with a new TorqueFlite eight-speed automatic or the proven six-speed manual transmission.

All-new Drive Modes tailor the driving experience to each individual driver
Whether its on-road or on-track, Challenger SRT owners can personalize their drive experience via the all-new Drive Modes feature. Drive Modes tailor the driving experience by controlling horsepower, transmission shift speeds, steering (Challenger SRT only), paddle shifters (automatic transmission only), traction and suspension. Drive Modes are pre-configured for Sport, Track and Default settings, while the Custom setting lets the driver customize the drive experience to their favorite settings.

- Custom - Allows the driver to personalize the vehicle's performance
- Sport - Delivers increased vehicle performance capability over the Default Mode
- Track - Delivers maximum vehicle performance capability on smooth, dry surfaces
- Default - Activates automatically when starting the vehicle
- The Drive Mode feature is controlled through the Uconnect system and may be accessed by performing any of the following:
- Pushing the SRT button on the instrument panel switch bank
- Selecting "Drive Modes" from the "SRT & Apps" menu
- Selecting "Drive Modes" from within the Performance Pages menu

Unlocking the power
For the first time in Chrysler Group history, the all-new 2015 Dodge Challenger SRT with a Hellcat engine comes standard with two key fobs – red and black. The red key fob is the only key that can unlock the full horsepower and torque potential of the Challenger SRT Hellcat engine; while the black key fob limits the driver to a reduced engine output.

Valet Mode is offered on both Challenger SRT and Challenger SRT with a Hellcat engine. When Valet Mode is activated, the following vehicle configurations are enabled:

- Engine is remapped to significantly reduce horsepower and torque; limited to 4,000 rpm
- Transmission locks out access to first gear and upshifts earlier than normal
- Transmission will treat the manual shifter position the same as the drive position
- Traction, steering and suspension are set to their "Street" settings
- Steering-wheel paddle shifters are disabled
- Drive Mode functions are disabled
- Electronic Stability Control (ESC) is enabled to Full-on
- Launch Control is disabled

The driver can activate and deactivate Valet Mode with a four-digit PIN code they create.

Outstanding ride and handling
Helping to fill the wheel wells on the Dodge Challenger SRT 392 model are new, standard, SRT-exclusive "Slingshot" split-seven spoke 20 x 9.5-inch, lightweight forged-aluminum wheels with a Hyper Black finish. The Challenger SRT with the HEMI Hellcat engine rides on the same "Slingshot" wheels with a standard Matte Black finish or the optional "Brass Monkey"/dark bronze finish.

Two new 275/40ZR20 Pirelli P Zero tires provide performance for all seasons. Both Pirelli P Zero Nero and P Zero tires are Y-Plus rated to handle extreme speeds of the Challenger SRT Hellcat.

Benchmark braking
Standard on both Challenger SRT models with is the largest front-brake package ever offered in an SRT vehicle, featuring all-new 390-mm (15.4-inch) Brembo two-piece rotors with six-piston calipers for outstanding heat management/thermal capacity and longevity.

New anti-lock braking system (ABS), ESC and traction control systems are uniquely tuned and configurable for specific tire and powertrain configurations.

Aggressive and functional exteriors
Dodge and SRT designers and engineers spent 35 percent more time in the Chrysler Group's full-scale wind tunnel in Auburn Hills, Michigan, (compared with the previous-generation Dodge Challenger SRT) developing and further refining the aggressive and functional exteriors on the Challenger SRT and Challenger SRT Hellcat. The result is a re-engineered Challenger capable of maximum aerodynamic performance for spirited driving on the road or the race track.

At the front, new fascia designs and all-new vertical-split grille provide a menacing update of its 1971 inspiration. A larger, power-bulge aluminum hood features a dedicated "cold-air" intake – a visual styling cue from the first Viper coupe built in 1996.

The hood on the new Dodge Challenger SRT with a Hellcat engine also includes dual air extractors to ensure effective removal of heat and reduced air turbulence in the engine compartment. The hood is standard in body color and is available in a Satin Black finish (late availability). Both models of the Challenger SRT feature all-aluminum hoods designed to reduce weight.

Another key design element on the Challenger SRT Hellcat is the exclusive Air Catcher inlet port, which feeds ram-air directly into the engine air box through the driver-side parking lamp.

All-new quad projector headlamps give a more detailed appearance, while a more aggressive brow "chops" the upper portion of the lamp design for an even more sinister attitude.

Integrated projector fog lamps on the Challenger SRT 392 are pushed to the lower corners to help accentuate the car's width while illuminating the road. A new duck-bill fascia splitter helps improve the vehicle's aerodynamics.

The Dodge Challenger SRT Hellcat features a larger front splitter designed for optimal downforce to minimize lift.

From the side, the signature muscular proportions and large thruster rear-quarter panels stand out from the crowd, while fender and belt lines tie together at the front and rear of the car to create a sleeker appearance. Differentiating the Challenger SRT Hellcat from the rest of the Challenger lineup are its Hellcat fender badges. Black sills accentuate the proportions of the muscle coupe and have been tuned in the wind tunnel to improve aerodynamics.

Around the back, the 2015 Dodge Challenger SRT recalls the historic 1971 model's styling with a new split tail-lamp design and rear fascia. The tail lamps feature the new signature LED graphic with its smooth glow of light that can be seen from blocks away. A redesigned rear valance helps the 2015 Challenger SRT models look more planted on the ground. A unique, taller rear spoiler on the SRT Hellcat features a raised SRT logo.

Race-inspired, high-performance interiors
Inside the 2015 Dodge Challenger is an all-new enthusiast-centric cockpit with world-class materials, execution and technology. Key elements are inspired by the interior of the 1971 Challenger.

The performance cockpit of the 2015 Dodge Challenger SRT carries an essence of the 1971 Challenger, in an artistic and more organically styled way.

The all-new cleanly executed instrument panel features a stamped aluminum bezel, which sets the tone for the driver's display. For a high-tech look, an innovative 7-inch driver-selectable driver information display (DID) screen is centered in the gauge cluster and provides an almost infinitely customizable display. The all-new DID screen is flanked by new analog speedometer and tachometer gauges, which provide a heritage-inspired look with concave shapes and a hub-covered needle design, reminiscent of the "tic-toc-tach" gauges from the 1971 Challenger. For the Challenger SRT Hellcat, the fixed gauges and digital graphics are finished in a Dark Radar Red tone to make it even more unique.

Additionally, the dashboard's center stack neatly houses the new standard 8.4-inch Uconnect touchscreen. New for 2015 drivers can select one of the many offered backgrounds to connect the digital look and feel with their chosen interior package.

A new, trapezoidal shaped stamped aluminum center console provides Challenger SRT's interior with a fresh look. The aluminum trim gets one of two finishes, "Hectic Mesh" for the Challenger SRT 392 and "Dark Engine Turn" for the Challenger SRT Hellcat. The console also exudes craftsmanship and style with leather-wrapped surfaces and French-seamed accent stitching running from the back to the front. Employing a unique, elevated design, the all-new center console houses ergonomically located redundant button and knob controls for audio and climate functions. An all-new media hub with an SD card slot, USB outlet and audio jack is neatly housed inside the center console's flocked armrest.

For those who opt for the segment-first TorqueFlite eight-speed automatic transmission, an all-new and class-exclusive electronic shifter with an all-new driver-oriented T-handle provides the driver with intuitive gear selection and offers an Auto Stick selector gate for added control. For those who prefer having a third pedal, the precise and track-proven Tremec TR6060 six-speed manual transmission is fitted with a throwback ball shifter.

A redesigned SRT-branded heated steering wheel features a flat bottom for the high-performance driver. Available paddle shifters (with automatic transmission) are located on the back of the upper spokes. The buttons to control the driver-configurable full-color thin-film transistor (TFT) display are large and illuminated. Buttons for Uconnect and phone access now reside along the bottom edge of the horizontal spokes. Optional adaptive cruise control is configured by buttons that are symmetrically opposite on the right hand side of the wheel. As before, the highly praised audio controls are still found on the back of the upper spokes. This new tilt-telescoping steering wheel also has a 360-degree heat element.

To make cruises more pleasurable, the new 2015 Dodge Challenger SRT features redesigned seats with improved cushioning and more comfortable contours. For improved comfort and convenience, new for 2015 are standard heated and ventilated front seats. The passenger seat also has an easy exit/entry function to provide access to the rear seat – this is controlled by a release handle on the top shoulder of the seat.

Challenger SRT offers performance seats with large side bolsters for maximum lateral support in hard cornering. The seats can be covered in Nappa leather/Alcantara material with embroidered SRT logos. Laguna premium leather, colored either sepia or black with embossed SRT logos, is available as part of an equipment package.

High-impact exterior colors
Many of the most memorable paint colors in automotive history have been found on the Challenger. The 2015 Dodge Challenger SRT 392 and SRT with the HEMI Hellcat will be available in 11 exterior colors: B5 Blue Pearl Coat, Billet Silver Metallic Clear Coat, Bright White Clear Coat, Granite Crystal Metallic Pearl Coat, Ivory White Tri-Coat Pearl, Jazz Blue Pearl Coat, Phantom Black Tri-Coat Pearl, Pitch Black Clear Coat, Redline Tri-Coat Pearl, Sublime Metallic Pearl Coat and TorRed Clear Coat.

Twin, full-body stripes are available in Black Satin Gloss and Silver High Gloss on the SRT 392.

About Dodge

The Dodge brand is tearing into its centennial year as America's mainstream performance brand, celebrating its 100th anniversary on July 1, 2014. With the purification of the brand and consolidation with SRT, Dodge is getting back to its performance roots with every single model it offers. The consolidated Dodge and SRT brands will offer a complete lineup of performance vehicles that stand out within their own segments. Dodge will be the "mainstream performance" brand within the Chrysler showroom. SRT will be positioned as the "ultimate performance" halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2015 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few. For the 2015 model year, customers will be able to drive the new 2015 Dodge Charger and Challenger, as well as the Dodge Challenger SRT with the HEMI Hellcat. The Dodge brand lineup also includes the 2015 Dodge Dart, Durango, Grand Caravan and Journey, including the new Crossroad model, and Dodge Viper SRT.

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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