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## **New 2015 Dodge Charger Redesign Takes One-of-a-kind Four-door Fastback Coupe to Next Level**

- All-new exterior styling for 2015 Dodge Charger continues on its late-1960s heritage-inspired design, while infusing contemporary Dodge styling cues
- All-new 2015 Charger R/T Scat Pack features functional and aggressive exterior styling, plus driving-enthusiast appointed performance seats, steering wheel and more
- New Charger SRT models build upon the design of R/T Scat Pack with larger wheels and tires, unique hood on Hellcat model and SRT-exclusive interior appointments
- Exterior design enhancements give the Dodge Charger a more aggressive and visually lightened look with a tighter front overhang, more tapered rear quarters and sleeker styling for improved aerodynamics
- Signature look: Charger's bold signature Dodge "face mask," larger "flying buttresses" and Coke-bottle silhouette are now complemented with new LED fog lamps, turn signals and LED racetrack tail lamps
- Driver-focused interior cockpit updated with world-class materials, electronic shifter, 19 interior color and trim options and thoughtful touches throughout the spacious five-passenger sedan

October 28, 2014, Auburn Hills, Mich. - The 2015 Dodge Charger's new exterior styling builds on the modern four-door fastback coupe's already iconic profile that celebrates Dodge design heritage, legendary power and world-class performance handling.

The Charger's easily recognizable Coke-bottle design, scalloped body sides, sinister front crosshairs, aggressive stance and signature LED racetrack tail lamps all get a major makeover for 2015 with cleaner lines to create a sleek, chiseled and lighter visual weight. The exterior redesign includes changes to the hood, fenders, front and rear fascias, headlamps, tail lamps, front doors and spoiler.

"Our Dodge designers re-sculpted nearly every single body panel, save for the rear doors and the roof, giving the new for 2015 Dodge Charger a more seamless look on the exterior," said Joe Dehner, Head of Dodge Design – Chrysler Group LLC. "These substantial updates make the new Charger what we call in design terms more 'aero-dramatic.'"

### **New 2015 Charger pays homage to its past, offers distinctly modern all-new exterior and interior appointments**

Inspired by its performance-enthusiast roots from the Charger's first launch more than 45 years ago, this new 2015 Dodge Charger successfully pays homage to past muscle cars while offering distinctly modern all-new exterior and interior appointments.

The all-new exterior of the 2015 Dodge Charger is spiritually inspired by the iconic second-generation Charger from the late 1960s, and for 2015 specifically draws its cues from the 1969 model. With its rear-wheel-drive (RWD) platform and proven power, the Charger's modern take on old-school muscle is sure to resonate with today's enthusiasts.

"The Charger is a bold four-door muscle coupe that demands a design inspired by three attributes: 'pure-formance,' 'aero-dramatics,' and 'fun'ctionality – all wrapped up in a muscular, athletic skin," Dehner added. "For the 2015 Dodge Charger, you see Challenger muscle-car styling combined with our modern 'mask' appearance from the

latest Dart and Durango.”

Dodge Charger SE, SXT and R/T models include an all-new crosshair grille, LED fog lamps (on SXT and R/T), turn signals and daytime running lights (DRLs). New projector-beam high-intensity discharge (HID) headlamps are also available. An all-new forward-leaning front fascia gives Charger a superhero's confident stance, while available blacked out front-end graphics create a mask that resembles the bloodlines to Dodge Dart and Durango. For added detail, elongated DRLs and a full-width grille enhance the width of the sedan, while Dodge logos are echoed in the corner of each headlamp.

In profile, the 2015 Charger carries forward its muscular Coke-bottle styling, with more streamlined side scallops, while headlamps and tail lamps are now wrapped around each corner to create a more trim and tailored look. The net effect is that the car appears significantly lighter and more agile.

The rear styling makeover begins at the touchdown point of the C-pillar, which is moved rearward to create an even more pronounced fastback appearance, combined with a shorter rear overhang. A new three-piece spoiler is more integrated into the deck lid, while the signature racetrack LED tail lamp takes on the same continuous glowing ribbon of light that debuted on the new 2014 Durango. The center high-mounted stop lamp is relocated from the top of the deck lid to the roofline inside the back glass to allow the centering of the Charger's backup camera.

The Charger's trunk offers spacious room for gear with 16.1 cubic feet of storage space.

### **Functional, high-performance styling: all-new 2015 Charger R/T Scat Pack and Charger SRT 392**

With its best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque 6.4-liter/392 cubic inch HEMI® V-8 engine, the 2015 Dodge Charger R/T Scat Pack and 392 models feature functional, high-performance Dodge SRT styling.

At the front, the new 2015 Dodge Charger R/T Scat Pack and SRT 392 models stare down the competition with unique menacing looks. Paying homage to the first Viper coupe built in 1996, both models receive a power-bulge aluminum hood, with NACA duct center air intake to improve engine cooling. A model-specific front fascia features an upper grille in black with dynamic grille texture which spans between the new projector headlamps for a signature graphic look that highlights Charger's wide track. Below, a massive lower grille and integrated front splitter optimize engine and cooling module airflow.

Flared side sills give the four-door muscle car an even more athletic look, while the Charger R/T Scat Pack features its wider 20-by-9-inch wheels for a flush body-side appearance and improved grip.

Filling the wheel wells on the SRT 392 model are 20-by-9.5-inch Slingshot wheels with Y-plus speed-rated Pirelli tires for the ultimate grip.

To highlight the coupe-like silhouette and even more pronounced fastback appearance, the roof can be painted in Gloss Black.

At the rear, a single piece decked spoiler is painted Satin Black (body color on 392), while the unique fascia and lower valance showcase the 4-inch round exhaust tips.

### **Designed for ultimate performance: 2015 Charger SRT Hellcat**

The aluminum hood on the 2015 Charger SRT Hellcat receives dual heat extractors to ensure effective removal of heat and reduced air turbulence in the engine compartment. In addition, the Hellcat-exclusive high-flow front fascia and individual air ducts feeding separate engine oil cooler and intercooler systems keep the supercharged HEMI V-8 engine running at peak performance.

An integrated front splitter optimizes airflow to each of the cooling modules without compromising vehicle balance.

The Charger SRT Hellcat rides on the same 20-by-9.5-inch Slingshot wheels with Y-plus speed rated Pirelli tires for

the ultimate grip. New fender mounted Hellcat logos will certainly draw attention to the ultimate performance four-door coupe.

At the rear, the Charger SRT Hellcat features an exclusive, single piece decked spoiler painted in body color while unique fascia and valence showcase 4-inch round exhaust tips.

#### **All-new wheels and heritage colors complete the palette**

All Charger models receive new wheels. A total of 14 wheels are available with 20-by-8.0-inch wheels standard on R/T models, 20-by-9.0-inch standard on R/T Scat Pack and 20-by-9.5-inch wheels standard on SRT models. In fact, 10 different 20-inch wheels are available on Charger for 2015, including the R/T Scat Pack exclusive 20-by-9-inch polished-aluminum wheel with black pockets. Additionally, a 20-by-9-inch forged aluminum wheel finished in matte Hyper Black II paint is available.

The Charger SRT models ride on 20-by-9.5-inch forged aluminum Slingshot wheels finished in Hyper Black (392), Matte Black (Hellcat) or Brass Monkey/Dark Bronze (Hellcat).

Special heritage colors include TorRed and new B5 Blue, along with Redline Red Tri-coat Pearl, Jazz Blue Pearl, Granite Crystal Metallic, Billet Silver Metallic, Phantom Black Tri-coat Pearl, Ivory Tri-coat Pearl and Bright White.

#### **Driver-oriented interior with craftsmanship and world-class materials**

The 2015 Dodge Charger's restyled driver-focused interior features new premium, soft-touch materials, a new customizable 7-inch full-color, driver information display (DID) instrument cluster and a new instrument panel center stack with next-generation Uconnect Access touchscreen and available HD audio system.

"For 2015, we took the Charger's award-winning interior and refined it," said Klaus Busse, Head of Interiors – Chrysler Group LLC. "The new Charger features all the latest technology, new colors and seat trims. It's now everything that was good about Charger, even better."

Dodge Charger's interior is instantly brought to life by its unique premium aluminum-lithograph driver bezel, which enables a seamless, billeted and highly detailed appearance, which carries through the instrument cluster and center console. Thanks to advanced manufacturing techniques, the aluminum bezel features one-piece construction for a consistent appearance from nearly the A-pillar to the surrounding area of the Uconnect system, highlighting all the ergonomically located vehicle functions for the driver.

The instrument cluster has also been given the high-tech treatment and now includes a full-color 7-inch DID similar to the one found in the 2014 Dodge Durango and Dodge Dart. Standard on all models, this full color high-definition screen allows drivers to customize how information is presented in more than 100 ways.

Framing the Charger's new instrument cluster is a redesigned thick rim three-spoke steering wheel with available rev-matching paddle shifters. The buttons to control driver information functions are now larger and illuminated to make them easier to operate. 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, Charger's popular audio controls are still found on the back of the upper steering wheel spokes.

Looking to the center stack, the 2015 Charger features the latest and greatest Uconnect Access suite of technologies. All 2015 Charger models feature a standard touchscreen, including a 5-inch and largest in the class – 8.4-inch Uconnect touchscreens. Under these large, easy-to-use touchscreens are redundant button and knob controls for audio, climate and feature control functions.

A performance-inspired all-new leather-wrapped electronic gearshift lever is standard on both V-6 and V-8 models. The fully electronic shifter mimics a linkage shifter, providing tactile and visual cues for gear location.

Surrounding the Dodge Charger's passengers with comfort and craftsmanship, cast-skin upper instrument and door panels are soft-to-touch and feature a low-gloss natural finish. Doors feature a wrapped soft bolster with coordinating

material choice depending on seating materials. The bolsters are also finished in a graduated sew pattern that exudes a tailored and customizable look.

Performance-contoured seats provide optimum support and comfort with dual-density foam, spring suspension and topper layers of light-density foam sewn into the covers. Dodge Charger's seat upholstery features premium seat fabrics, including leather seats wrapped in soft, premium Nappa leather.

Eight new interior trim combinations are available on 2015 Dodge Charger SE, SXT and R/T models, including Black and Tungsten cloth, Black and Pearl leather, and Black and Ruby Red leather. In addition, aluminum bezels are finished in a dark brushed or Hectic Mesh appearance. Door armrests, seats and door bolster feature all-new trim for 2015.

Elevating Dodge Charger's athletic interior are the Charger R/T Road & Track model's performance-styled heated and ventilated Nappa leather front seats with high bolsters and high-grip Alcantara suede inserts. The seats and interior environment can be ordered in premium Black, or Ruby Red and Black.

For the ultimate performance interior, the all-new 2015 Dodge Charger R/T Scat Pack adds to the R/T Road & Track model, seats with Scat Pack embroidery on Black Ballistic II cloth, or premium Black, or Ruby Red and Black heated and ventilated Nappa leather with Alcantara suede inserts. Other unique appointments include a performance steering wheel with rev-matching paddle shifters, Scat Pack startup screen splash, bright pedals and dark brushed interior accents.

Charger SRT models come standard with either Black or Ruby Red and black Nappa leather performance seats with Alcantara suede inserts, accent stitching and embroidered SRT logo. For the ultimate in luxury, the Laguna Leather Package features Laguna leather seats in Black or Black and Sepia with accent stitching and embossed SRT logo.

A redesigned SRT-branded, power tilt-telescoping, heated steering wheel features a flat bottom and thick rim for the high-performance driver and standard paddle shifters located on the back of the upper spokes.

#### **Storage abounds in Charger's full-size interior**

The substantial amount of storage space in the 2015 Dodge Charger is not only intuitively designed for optimal use, but also tactfully refined. The wrapped center armrest opens for easy access to Charger's USB port, 3.5mm auxiliary input jack, SD card slot or 12-volt auxiliary power outlet.

Oversized door pockets feature grained surfacing on all four doors and integrate bottle holders. An oversized illuminated glove box with damped hinges features velvet-like interior covering, center-positioned illumination for even light distribution and even an upper shelf to store the owner's manual. A cubby bin is located in front of the new electronic shifter, as is a new bin to the right of the shifter, three times larger than the bin it replaces.

Inside, abundant ambient LED lighting with a new white glow is located in foot wells, door-pull cups, overhead console (to light the center console below), door map pockets and a cubby bin located in front of the center console shifter.

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