

Contact: Claire Carroll  
Stellantis

Christopher Chaney  
Strategic Vision  
(858) 576-7141 (office)  
(619) 994-8623 (cell)  
[chris.chaney@strategicvision.com](mailto:chris.chaney@strategicvision.com)

## **Dodge Charger Completes Full-size 4-peat: Named One of Strategic Vision's "Most Loved Vehicles in America"**

- Dodge Charger named winner of the full-size car segment for the fourth consecutive year
- Strategic Vision measures the experiences of new vehicle owners and how their emotional responses influence product advocacy, sales and loyalty to determine the winners of the "Most Loved Vehicles in America"
- With the quickest, fastest and most powerful sedan in the world, efficient V-6 power and all-wheel-drive capability, the Dodge Charger lineup is designed and engineered to provide the ultimate in high-performance comfort and road-ready confidence as America's only four-door muscle car

December 5, 2017, Auburn Hills, Mich. - Strategic Vision has named the Dodge Charger to its "Most Loved Vehicles in America" list for the fourth consecutive year.

"Dodge Charger exemplifies the energy, design, performance and quality cues that exemplify passion," said Christopher Chaney, senior vice president – Strategic Vision. "This is what the 'Most Loved Vehicle' award represents, and why Charger is the segment leader."

Strategic Vision has spent the past 40 years developing metrics that quantify emotion, culminating in The Edwards Commitment Scale®, which captures emotional responses ranging from "I hate it" to "I love it," with "satisfactory" as the intermediate option. Integrated into Strategic Vision's New Vehicle Experience Study (NVES), this scale becomes the key factor in the Customer Love Index™ (CLI), which directly measures Love in 120 different aspects of the ownership experience. These, combined with dozens of additional questions, gauge the strength and type of emotional connection buyers have with their vehicles to identify the Most Loved Vehicles in each segment.

Strategic Vision surveyed 34,064 new vehicle buyers, who purchased Oct. 2016 – Apr. 2017, after their first 90 days of ownership.

### **About Dodge Charger**

With the quickest, fastest and most powerful sedan in the world, efficient V-6 power and all-wheel-drive capability, the Dodge Charger lineup is designed and engineered to provide the ultimate in high-performance comfort and road-ready confidence as America's only four-door muscle car. Dodge Charger's rear-wheel-drive architecture enables a model lineup highlighted by extensive performance-driven powertrains with the latest technology under the hood and behind the wheel – further building on the Dodge brand's promise to deliver American performance machines with world-class power, efficiency, technology, authentic materials and standout styling.

For 2018, Dodge repositions its Charger model lineup on vehicles equipped with the 3.6-liter Pentastar V-6, now offering the SXT, SXT Plus, which is available with and without leather seating, and the GT and GT Plus equipped with the segment's most advanced all-wheel-drive (AWD) system. Offering a sleek and aggressive look on all models, the performance exterior is now available on the SXT Plus with Super Track Pak, which includes Nappa/Alcantara performance seats, while the GT AWD comes standard with a Gloss Black fascia applique and 19-inch aluminum wheels.

Dodge Charger offers a full range of fuel-efficient and powerful engine options. Standard on every Charger model is

the innovative TorqueFlite eight-speed automatic transmission. The award-winning 3.6-liter V-6 Pentastar engine delivers up to 30 miles per gallon (mpg) on SXT models and up to 27 mpg on GT models.

The legendary 5.7-liter HEMI® V-8 on the R/T and Daytona models delivers 370 horsepower. The 6.4-liter HEMI V-8 punches out a best-in-class, naturally aspirated 485 horsepower and 475 lb.-ft. of torque in the R/T Scat Pack, Daytona 392 and SRT 392 models.

As quickest, fastest and most powerful sedan in the world, the 6.2-liter supercharged Charger SRT Hellcat delivers 707 horsepower and 650 lb.-ft. of torque and for 2018 adds new grille and fender badges, a new Matte Vapor wheel finish option, optional black, orange and gunmetal Brembo brake calipers, new Demonic Red Laguna seating and a new red IP badge.

#### **About Strategic Vision**

Strategic Vision is a research-based consultancy with experience understanding consumers' and constituents' decision-making systems for a variety of Fortune 100 clients, including automotive manufacturers. Its unique expertise is using ValueCentered® Psychology to identify consumers' comprehensive, motivational hierarchies, including the product attributes, personal benefits, value/emotions, and images that drive perceptions and behaviors. For more, visit [www.strategicvision.com](http://www.strategicvision.com).

#### **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](http://www.stellantis.com).

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