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FCA Canada: 50 Years and Zero Chance of Growing Up: Dodge Introduces Limited-production Challenger 50th Anniversary Edition at 2019 AutoMobility LA

50th Anniversary Edition Challenger Celebrates Golden Anniversary with Body-colour Shaker Hood, Unique Badging and Heritage Style Available in Canada on Scat Pack 392 Shaker

- Limited-production 50th Anniversary Edition package is available on Challenger Scat Pack 392 Shaker
- All 2020 model-year Challenger SRT Hellcat and SRT Hellcat Redeye models to feature 50th Anniversary badge
- Body-colour Shaker hood scoop standard on Scat Pack 392 50th Anniversary Edition model
- In Canada, 70 numbered units of Scat Pack 392 Shaker in Go Mango will mark Challenger's original 1970 model-year introduction
- 50th Anniversary Edition package features premium Nappa leather and Alcantara interior with Sepia accent stitching, real carbon fibre accents, a unique gauge cluster and the "50" logo throughout
- Custom Challenger 50th Anniversary logo instrument panel badge is colour matched to the exterior; each Challenger identified as "x out of 70"
- Dodge Challenger is made-in-Canada at the award-winning Brampton Assembly Plant (BAP), alongside Dodge Charger and Chrysler 300

November 20, 2019, Windsor, Ontario - The "golden age" of muscle cars is now, and Dodge is celebrating the golden anniversary of its iconic Challenger with the new limited-production 50th Anniversary Edition, shown for the first time today at 2019 AutoMobility LA.

When the Dodge Challenger first entered in the muscle car ranks of Detroit's Big Three 50 years ago, it arrived with something its competitors didn't have: the greatest range of powertrain choices in the industry, from the small but durable 225-cubic-inch "Slant Six" to the fearsome "Elephant Motor," — the 426 HEMI®.

A half-century later, Dodge Challenger still leads the pack with the most powerful muscle car powertrains in the industry — ranging from the Pentastar V-6 engine to the fastest, most powerful muscle car, the 797-horsepower Dodge Challenger SRT Hellcat Redeye.

"2020 marks the 50th Anniversary of the Dodge Challenger, one of the most storied muscle cars in history," said Tim Kuniskis, Global Head of Alfa Romeo and Head of Passenger Cars—Dodge, SRT, Chrysler and FIAT, FCA—North America. "That history was built on a few key things: big attitude and big muscle, loud colours and loud exhausts, and an enthusiast community that is as unique and diverse as our special editions. So, to commemorate the 50th, we're celebrating with a cool new special edition that checks all of these boxes."

In Canada, Dodge is offering the limited-production 50th Anniversary Edition package on Challenger Scat Pack 392 Shaker. The already heavily equipped Challenger SRT Hellcat and SRT Hellcat Redeye models will feature a 50th Anniversary grille badge for the 2020 model year as standard equipment.

Blast With A Past: New 2020 Dodge Challenger 50th Anniversary Edition Shakes Things Up

With its heritage design, unmatched power and everyday livability, the Challenger is a true GT car and every bit as beloved and relevant to today's consumer as the first generation was 50 years ago.

To celebrate Challenger's colourful history, the Dodge Challenger 50th Anniversary Edition sticks to its roots,

focusing on the details big and small, that have made Challenger what it is today: high-impact paint (HIP) exterior colours, Shaker hood scoop, hot wheels and custom touches on the inside — all designed to give Dodge enthusiasts another way to display legendary Dodge performance attitude.

A body-colour Shaker hood scoop is standard on Scat Pack 392 equipped with the 50th Anniversary Edition package. As the name suggests, the legendary cold-air grabbing Shaker extends from the engine compartment, directing cooler air back into the 392 HEMI V-8 engine. Like the original 1970 Challenger R/T with the Shaker hood, the 50th Anniversary Edition continues the Dodge tradition of an engine-mounted hood scoop that “shakes” with the movement of the powertrain.

The functional Shaker hood comes with a Mopar cold-air intake, conical air filter and optimized air box for improved airflow and performance. Lift the hood and enthusiasts will also be treated to a “SHAKER” underhood decal — reminiscent of the original 1970 Challenger.

Illuminated Air Catcher headlamps feature 50th Anniversary Edition LED-illuminated “50” logos.

Each 50th Anniversary Edition will have a custom-look, straight from the factory with a standard Satin Black hand-painted hood and black-wrapped roof and decklid. Challenger 50th Anniversary logo badges appear on the grille and spoiler in a new “Gold School” finish. Fender badges are also finished in “Gold School.”. The standard Satin Black fuel-filler door with heritage “FUEL” lettering adds a touch of nostalgia.

Unique 20-inch-by-9.5-inch “Gold School” wheels are featured on the Challenger Scat Pack 392 Shaker 50th Anniversary Edition.

The 50th Anniversary Edition package also features a Gunmetal colour Brembo brakes standard on Scat Pack 392.

Commemorating the original model year of the Challenger, 1970, there will be 70 numbered units of the Scat Pack 392 Shaker in Go Mango for Canada.

Throwback-inspired Interior Features 50th Anniversary Details

From the steering wheel to the instrument panel, startup screens, gauge faces, seat backs, door bolsters and floor mats, the 50th Anniversary theme extends into the Challenger’s athletic interior.

Black, heated and ventilated Nappa leather and Alcantara suede performance seats feature Sepia accent stitching and embroidered “50” logo seat backs. The Sepia accent stitch appears throughout the interior on the Instrument Panel (IP), door panels and armrest, centre console lid, seat faces and the suede, flat-bottom steering wheel.

Real carbon fibre IP and console bezels with a copper weave and Alcantara door bolsters featuring a unique accent stitch create a premium cockpit feel that is unique to the 50th Anniversary Edition package. Premium Berber floor mats feature an embroidered “50” logo.

The 50th Anniversary Edition package features a startup animation on the Electronic Vehicle Information Centre (EVIC) screen that showcases the 1970 Challenger and unique white-faced gauges with yellow accents.

The passenger-side IP badge displays the Challenger 50th Anniversary logo and is colour-matched to the exterior; each vehicle is identified as “x out of 70.”

50th Anniversary Edition Package Available on 2020 Dodge Challenger Scat Pack 392

The 2020 Challenger Scat Pack 392 is powered by the naturally aspirated 392 HEMI V-8, delivering 485 horsepower and 475 lb.-ft. of torque. The Challenger Scat Pack 392 comes standard with the TorqueFlite eight-speed automatic transmission, while the Tremec six-speed manual transmission is available.

The Scat Pack 392 features four-piston Brembo brakes at all four corners, 20-inch-by-9.5-inch wheels, high performance suspension, steering wheel-mounted paddle shifters (with automatic transmission), SRT Performance Pages with drive modes and Line Lock — engages the front brakes to hold the vehicle stationary, but leaves the rear wheels free for a burnout to heat up and clean the rear tires.

2020 Dodge Challenger

Dodge delivers the industry's most powerful and capable muscle car lineup with the 2020 Dodge Challenger. From the most powerful, quickest and fastest muscle car—the “Demon-possessed” 797-horsepower SRT Hellcat Redeye—to 305-horsepower V-6 efficiency and class-exclusive all-wheel-drive (AWD) capability, Challenger is unrivaled when it comes to sheer horsepower, all-weather capability and overall interior roominess. Dodge Challenger is a true GT car. Its heritage design, unmatched power and everyday livability combine to make this authentic but modern Dodge muscle car every bit as beloved and relevant to today's consumer as the first generation was 50 years ago.

Eight distinct models make up the vehicle lineup for 2020: SXT, SXT AWD, GT, GT AWD, R/T, Scat Pack 392, SRT Hellcat and SRT Hellcat Redeye. Numerous packages offer all the upgrades, unique heritage cues and performance features that Dodge//SRT customers crave.

The 2020 Dodge Challenger offers a full range of engine options, including the award-winning 3.6-litre Pentastar V-6 on SXT, SXT AWD, GT and GT AWD models, the legendary 5.7-litre HEMI V-8 on R/T models, the naturally aspirated 392 HEMI V-8 on Scat Pack 392 models, the supercharged 6.2-litre HEMI V-8 on SRT Hellcat and a supercharged 6.2-litre HEMI high-output V-8 on SRT Hellcat Redeye.

About 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 proudly offers a complete lineup of performance vehicles that stand out in their own segments. For 2020, Dodge literally expands its high-performance Charger model lineup, adding a Widebody exterior to North America's only four-door muscle car. The 2020 Dodge Charger SRT Hellcat maintains its reign as the most powerful and fastest mass-produced sedan in the world.

The 2020 Dodge lineup also features the 2020 Dodge Challenger SRT Hellcat Redeye, 2020 Dodge Challenger SRT Hellcat, the Challenger Scat Pack 392 Widebody and the 2020 Challenger Scat Pack 392 1320. The 2020 Dodge Durango SRT, the fastest, most powerful and most capable North American three-row SUV, completes the brand's performance lineup. These visceral performance models join a 2020 brand lineup that includes the Durango, Grand Caravan, Journey, Charger and Challenger. Dodge is part of the portfolio of brands offered by global automaker Fiat Chrysler Automobiles. For more information regarding FCA (NYSE: FCAU/ MTA: FCA), please visit www.fcagroup.com.

FCA Canada

Founded as the Chrysler Corporation in 1925, FCA Canada Inc. is based in Windsor, Ontario, and celebrates its 97th anniversary in 2022. FCA Canada is a wholly owned subsidiary of FCA, a North American automaker based in Auburn Hills, Michigan and member of the Fiat Chrysler Automobiles N.V. (FCA) family of companies. FCA Canada has approximately 440 dealers that sell Chrysler, Dodge, Jeep®, Ram, FIAT and Alfa Romeo products, as well as SRT performance products. The company also distributes Mopar and Alfa Romeo parts and accessories. In addition to its assembly facilities, which produce the Chrysler Pacifica, Chrysler Pacifica Hybrid, Chrysler Voyager and Chrysler Grand Caravan (Windsor) and Chrysler 300, Dodge Charger and Dodge Challenger (Brampton), FCA Canada operates an aluminum casting plant in Etobicoke, a research and development centre in Windsor, and has sales offices and parts distribution centers throughout the country.

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