

Contact: Amy Knight
Jodi Tinson
General Communications

Adding More "Show" to the "Go": Dodge Re-introduces Performance Nameplate and Classic Exterior Color on 2006 and 2007 Dodge Charger Models

- Dodge revives Super Bee nameplate with limited-edition 2007 Dodge Charger SRT8
- New "TorRed" paint scheme to appear on limited-production 2006 Dodge Charger Daytona R/T, joining Go ManGo! and Top Banana editions

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A pair of names familiar to many automotive enthusiasts are again part of the Dodge performance lineup with the return of the Super Bee nameplate for the 2007 Dodge Charger SRT8 and the "TorRed" exterior color for the 2006 Dodge Charger Daytona R/T.

"The Dodge Charger embodies modern American muscle, and at the same time, carries on a great performance heritage," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "It was only natural to give a nod to that heritage with the re-introduction of a famous Dodge performance nameplate and a high-impact heritage paint name."

Bee All It Can Be

The 2007 Dodge Charger SRT8 Super Bee is the first special edition of the "Charger on steroids" from Chrysler Group's Street and Racing Technology (SRT). It features "Detonator Yellow" exterior color with black hood and decklid face, Super Bee logos on front and rear fenders, and contrasting yellow stitching on the seats, steering wheel and shift knob.

Powered by the SRT-engineered 6.1-liter HEMI® V-8 producing 425 hp (317 kW) and 420 lb.-ft. (569 N•m) of torque, the Dodge Charger SRT8's powertrain represents a new level in HEMI performance, with 85 additional horsepower — 25 percent more than the 5.7-liter HEMI.

Other SRT enhancements include functional, performance-oriented styling, world-class ride and handling, race-inspired interior appointments and benchmark braking. All together, the 2007 Dodge Charger SRT8 Super Bee is capable of 0-60 mph in the low 5 seconds, 0-100-0 in under 17 seconds and 60-0 mph braking in approximately 110 feet.

The legendary Super Bee nameplate made its debut in 1968 within the Dodge Coronet line. As the newest member of Dodge's "Scat Pack" performance group, the '68 Super Bee originally carried an MSRP of just over \$3,000. It was offered as a Dodge Charger only in its last model year, 1971. Restored examples fetch between \$80,000 – \$100,000 today.

The 2007 Dodge Charger SRT8 Super Bee is the latest edition of the ultimate American muscle sedan, and will be available in dealerships this fall. Pricing has not yet been announced.

Three's the Charm

Following the limited-production run of Dodge Charger Daytona R/T in Go ManGo! and Top Banana, the third heritage color, TorRed, will be offered in limited numbers on the 2006 Dodge Charger Daytona R/T in 2006.

In addition to the special exterior paint colors, the 2006 Dodge Charger Daytona R/T model will be distinguishable by a black honeycomb grille, black "Daytona" and "HEMI" decals, signature heritage R/T badging and a black rear decklid spoiler.

Equipped with a specially-tuned 5.7-liter HEMI V-8 engine, the Charger Daytona R/T model provides 350 hp (261 Kw) and 390 lb.-ft. (525 N•m) of torque — 10 more horses than the previous 5.7-liter HEMI — for even more power in this modern rear-wheel-drive muscle car. The HEMI engine's Multiple Displacement System (MDS) provides up to 20 percent improved fuel economy, giving Dodge Charger customers the legendary HEMI power they desire with fuel economy they will appreciate.

The interior of the 2006 Dodge Charger R/T will feature performance front seats with suede inserts and embroidered "Daytona" logos on the front headrests. Body-color accent stitching will appear on the front and rear seats and on the leather-wrapped steering wheel. Matching body-colored center stack bezel, a "Daytona Limited Edition" display on the electronic cluster and a sequentially numbered limited-edition Daytona badge on the instrument panel will complete the unique Dodge Charger Daytona R/T interior.

The Dodge Charger Daytona R/T comes equipped with standard world-class ride and handling features, including Electronic Stability Program (ESP), All-speed Traction Control and Anti-lock-braking System (ABS). The Dodge Charger Daytona R/T model also will feature dual-zone automatic temperature controls, heated power front seats, automatic headlamps and power-adjustable pedals.

The 2006 Dodge Charger Daytona R/T in TorRed paint will be on display at the 2006 North American International Auto Show in Detroit during press days, beginning Jan. 8. Production will begin this spring at the Brampton (Ontario) Assembly Plant. Pricing has not yet been announced.

Dodge Brand

With a U.S. market share of approximately seven percent, Dodge is Chrysler Group's best-selling brand and the fifth-largest nameplate in the U.S. automotive market. In 2005, Dodge sold more than 1.1 million vehicles. Dodge continues to lead the minivan market segment with a 19 percent U.S. market share and maintains a 16 percent share of the highly competitive truck market. In 2006, Dodge will enter key European volume segments.

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