



**Announcing Pricing for the All-new 2013 Dodge Dart**

**Starting U.S. MSRP of \$15,995**



## ***Dodge Announces Pricing for the All-new 2013 Dodge Dart With a Starting U.S. MSRP of \$15,995***

*Groundbreaking Car delivers on Style, Innovative Features, Great Driving Experience and Value*

- 2013 Dodge Dart delivers exceptional value with a starting U.S. Manufacturer's Suggested Retail Price of just \$15,995 MSRP
- All-new Dart hits the mark with features and benefits never before seen in a compact car
- Five well-equipped trim levels offer class-leading safety features, unparalleled customization, breakthrough technology and amenities typically found in more expensive vehicle segments
- Built on a world-class architecture, Dodge Dart offers three technologically advanced, fuel-efficient and powerful engines including the 1.4L MultiAir® Turbo
- The 2013 Dodge Dart competes in the largest retail automotive segment in the United States, the compact car segment, which represents approximately 15 percent of the new car market

The all-new 2013 Dodge Dart leverages the world-class architecture and DNA of Alfa Romeo and then infuses it with Dodge passion and design, creating an agile, fun-to-drive compact car with mid-size levels of interior roominess and unmatched style, technology, safety and customization. The Dodge Dart brings this style and technology to market starting at a U.S. Manufacturer's Suggested Retail Price (MSRP) of just \$15,995 (excluding destination), delivering a thoroughly modern vehicle that's beautifully designed and crafted with high-quality materials, attention to detail and precision craftsmanship.

"The all-new Dodge Dart is a groundbreaking car, offering features and benefits never before found in a compact car," said Reid Bigland, President and CEO, Dodge Brand. "With class-leading style, customization, safety, technology, and interior levels of roominess, the all-new Dart perfectly blends Alfa Romeo DNA and Dodge passion and style into one all-new car that customers will be proud to own and look forward to driving."

Loaded with innovative technology, class-leading safety features and clever functionality, the 2013 Dodge Dart sets a new standard in the compact car segment by offering unmatched personalization, roominess, style, functionality and fun-to-drive dynamics.

The 2013 Dodge Dart is available in five different trim levels in the United States. Customers can choose from the SE, SXT, Rallye, Limited and R/T.

The starting U.S. MSRP for the all-new 2013 Dodge Dart (all prices exclude \$795 destination):

- Dodge Dart SE \$15,995
- Dodge Dart SXT \$17,995
- Dodge Dart Rallye \$18,995
- Dodge Dart Limited \$19,995
- Dodge Dart R/T \$22,495 (available Q3 2012)

### **2013 Dodge Dart SE – \$15,995 starting U.S. MSRP**

The Dodge Dart SE offers customers a stylish new car that breaks the mold of the typical compact car, while delivering great value. It's powered by the new 2.0-liter 16-valve Tigershark I-4 engine, which produces a best-in-class standard 160 horsepower (hp) and 148 lb.-ft. of torque, mated to a six-speed manual transmission, or available six-speed automatic.

Select standard equipment includes class-leading safety features, such as 10 standard air bags, four wheel disc anti-lock brakes, brake assist, electronic stability control (ESC) and traction control. Dart separates itself from the competition with world-class aerodynamics and distinctive style with standard projector headlamps, LED taillamps, body-color crosshair grille and laminated windshield. The interior features a premium soft-touch instrument panel with bright accents, six-way manual driver seat with height adjuster, unique 'Denim' cloth seats, power windows, AM/FM CD with MP3 and much more. All 2013 Dodge Dart models feature the security of a 5-year, 100,000-mile powertrain warranty.

### **2013 Dodge Dart SXT – \$17,995 starting U.S. MSRP**

The 2013 Dodge Dart SXT model includes the standard equipment of the SE model, as well as 17-inch aluminum wheels; power body-color mirrors and door locks; remote keyless entry; six-speakers; security alarm, 60/40 split folding rear seat, sliding armrest; air conditioning with micron filter and more.

Owners can customize their SXT with a wide array of options, including the class-exclusive 8.4-inch touch screen, Garmin navigation, in-seat storage, rear backup camera, power sunroof and a 506-watt sound system.

**2013 Dodge Dart Rallye – \$18,995 starting U.S. MSRP**

The Dodge Dart Rallye adds a customized look to the Dodge Dart with distinctive performance front and rear fascias and a choice of four interior colors – Black with Light Diesel Grey, Diesel with Light Diesel Grey, Black with Ruby Red or Diesel Grey with Citrus Peel.

Rallye includes the standard equipment of the SXT model and also adds the following to create a one-of-a-kind look: unique black front fascia accents; black headlamp bezels; projector fog lamps; class-exclusive integrated dual exhaust with bright exhaust tips; leather-wrapped steering wheel; speed control; steering wheel audio controls; trip computer and more.

Rallye customers can further express themselves with class-exclusive Hyper Black wheels or the powerful efficiency of the 1.4-liter MultiAir® Turbo delivering 160 horsepower and an impressive 184 lb.-ft. of torque.

**2013 Dodge Dart Limited – \$19,995 starting U.S. MSRP**

The all-new Dodge Dart Limited represents the ultimate in luxury with mid-size levels of interior roominess, class-leading safety and technology, all for less than \$20,000 MSRP.

The Dodge Dart Limited includes the standard equipment of the Dart SXT and adds the following impressive list of equipment, including unique bright grille and door handles; 8.4-inch Uconnect touch screen with rear backup camera; class-exclusive 7-inch TFT (Thin Film Transistor) reconfigurable instrument cluster display; floating island bezel; projector fog lamps; 10-way power driver seat; automatic headlamps; active grille shutters; premium accent stitching on the instrument panel; and much more.

Limited customers can indulge in a variety of class-exclusive features, including premium Nappa leather with heated steering wheel, Garmin navigation, rear cross path detection and polished aluminum wheels.

**2013 Dodge Dart R/T: \$22,495 starting U.S. MSRP** (3rd quarter 2012 availability):

The Dodge Dart R/T pays homage to the heritage of the R/T badge with distinctive styling and performance attributes that cater to the performance enthusiast with discriminating taste.

The Dodge Dart R/T is powered by the new 2.4-liter Tigershark MultiAir 2 4-cylinder that produces an impressive 184 horsepower and 171 lb.-ft. of torque and is mated to a six-speed manual transmission or available six-speed automatic with AutoStick.

The R/T features the standard content of the Limited and adds the following distinctive equipment: 18-inch aluminum wheels; sport suspension with frequency-sensing damping shocks; unique performance front fascia with black accents and Hyper Black grille; black headlamp bezels; integrated dual exhaust with bright exhaust tips; R/T-unique premium Nappa perforated leather seats; dual-zone automatic temperature control; heated seats; class-exclusive heated steering wheel; and more.

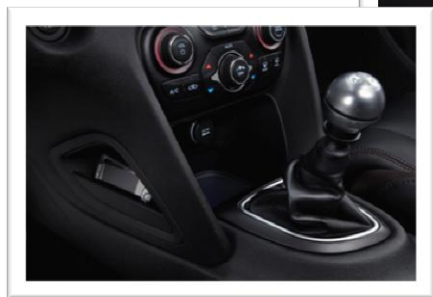
Customers can also enhance their R/T with class-exclusive Hyper Black aluminum wheels, Keyless Enter 'n Go, HID Headlamps and a 506-watt sound system, to name just a few features.

Production of the all-new 2013 Dodge Dart begins at Chrysler Group's Belvidere (Ill.) Assembly Plant in the second quarter 2012 and will begin arriving in U.S. dealer showrooms in June 2012.





All-new Dodge Dart Named to 'Wards 10 Best Interiors' List for 2012



## **All-new Dodge Dart and Chrysler 300 Luxury Series Named to 'Wards 10 Best Interiors' List for 2012**

New 2013 Dodge Dart built with materials and precision craftsmanship typically found in more expensive vehicle segments  
High-tech, unseen-in-the-segment features available on the Dart include class-exclusive customizable 7-inch gauge cluster, 8.4-inch Uconnect® touchscreen, heated steering wheel and illuminated floating island bezel in the instrument panel  
All-new Chrysler 300 Luxury Series sedan is the most luxurious and fuel-efficient Chrysler vehicle ever  
2012 Chrysler 300C Luxury Series exclusive appointments include ultra-premium leather, hand-sanded matte wood, world-class craftsmanship and refinement

Auburn Hills, Mich. , Apr 16, 2012 - The all-new 2013 Dodge Dart compact car and the award-winning 2012 Chrysler 300 Luxury Series sedan were chosen for “Wards 10 Best Interiors” list for 2012. WardsAuto World editors picked the winners after evaluating 40 vehicles. All of the contenders for the annual award were completely new or significantly upgraded for the 2012 or 2013 model years. The winners will be honored May 17, 2012 at the WardsAuto Interiors Conference in Dearborn, Michigan.

### **2013 Dodge Dart**

“The new 2013 Dodge Dart is the first of our next-generation interiors and we are honored that WardsAuto World has chosen the Dart for their 10 Best Interiors list,” said Klaus Busse — Head of Interior Design, Chrysler Group LLC. “We are able to give Dart customers a well-crafted, high-quality interior similar in its execution to that of the award-winning interior of the Charger and infused with exciting colors, eye-catching ambient lighting and state-of-the-art technology.”

“Starting with the available heated steering wheel, the Dodge Dart’s interior leads the small-car pack in features and comfort,” said Drew Winter, Editor-in-chief, WardsAuto World magazine.

The all-new 2013 Dodge Dart zeroes in on customer comfort and personal style, setting a new standard for compact-car interior refinement. Starting with modern Dodge DNA and through the use of innovative ambient interior lighting, well-crafted soft-touch materials, high-tech features and unexpected bursts of color, the 2013 Dodge Dart is loaded with cool amenities and unexpected delights for both drivers and passengers.

With a starting U.S. Manufacturer’s Suggested Retail Price of just \$15,995 (excluding \$795 destination) the all-new 2013 Dodge Dart delivers levels of style, technology, safety, space and power not seen before in the compact car segment.