

October 22, 2009

Contact:

Jiyan Cadiz
(248) 512-4903 (office)
(248) 821-4885 (cell)
jiyan.cadiz@fcagroup.com

Dan Reid
(248) 512-0366 (office)
(248) 202-7697 (cell)
dan.reid@fcagroup.com

David Elshoff
(248) 512-2690 (office)
(248) 797-2300 (cell)
david.elshoff@fcagroup.com

Dodge Challenger's Gone Plum Crazy

- Plum Crazy returns from the Dodge car paint code archive for an exclusive production run
- Adding even more throwback style, Dodge Challenger R/T Classic in Plum Crazy Pearl Coat is available with matte black or new bright white dual-wide R/T body-side stripes
- Limited-edition Dodge Challenger SRT8® Plum Crazy features performance seats with Plum Crazy accented seat stripe
- Directly available through Mopar®, Katzkin leather seat sets are available in multiple color and piping combinations to highlight Dodge Challenger's Plum Crazy exterior paint and stripes

October 22, 2009 , Auburn Hills, Mich. -

Dodge today announced an exclusive production run of the 2010 Dodge Challenger R/T Classic and SRT8 featuring the classic Plum Crazy Pearl Coat exterior color. Both Dodge Challenger models deliver the best of modern American muscle-car characteristics — unmistakable design, world-class handling, powerful HEMI® V-8 engines and technology — now with an extra dose of nostalgia.

"The new Plum Crazy R/T Classic and SRT8 feature more than just memorable blast-from-the-past design cues and HEMI engines; both models exude the very core of Dodge Challenger's roots," said Ralph Gilles, President and Chief Executive Officer, Dodge Car Brand and Senior Vice President – Product Design, Chrysler Group LLC. "Our new Plum Crazy limited-edition models pay homage to Challenger's heritage while delivering the passion and excitement Dodge fans and customers demand."

The U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2010 Dodge Challenger R/T Classic in Plum Crazy Pearl Coat is \$35,140, while the high-performance SRT8 model is \$44,155 (both prices include \$725 destination). Both Plum Crazy models are available for ordering now at Dodge dealerships nationwide.

2010 Dodge Challenger R/T Classic Plum Crazy

Based on the powerful 2010 Dodge Challenger R/T, the Dodge Challenger R/T Classic Plum Crazy edition is the first to offer dual throwback A-line body-side R/T stripes in matte black or new bright white. Completing the look are "Challenger" fender badges in classic script, large 20-inch polished-chrome heritage wheels with all-season performance tires, classic egg-crate grille with heritage "R/T" badge, body-color rear spoiler, functional hood scoop and chromed fuel-filler door.

When paired with the Tremec six-speed manual transmission, the 2010 Dodge Challenger R/T Classic Plum Crazy includes the performance-minded Track Pak with precision-shift "pistol-grip" shifter, anti-spin 3.92 differential and a performance-tuned dual exhaust with two low-restriction bottle resonators for maximum "throatiness." And when it's time to deliver, the Plum Crazy R/T Classic can accelerate from zero to 60 mph in less than 6 seconds with its powerful 376 horsepower (280 kW) and 410 lb.-ft. of torque (556 N•m) 5.7-liter HEMI V-8 engine.

2010 Dodge Challenger SRT8 Plum Crazy

If the Dodge Challenger R/T Classic in Plum Crazy is not exciting enough, the 2010 Dodge Challenger SRT8 version delivers even more punch and exclusivity with its 6.1-liter HEMI V-8 engine producing 425 horsepower and 420 lb.-ft. of torque, performance-tuned ride and handling, benchmark braking and race-inspired interior with unique SRT-designed appointments.

The limited-production Dodge Challenger SRT8 in Plum Crazy is based on the 2010 Dodge Challenger SRT8 and features exterior-matching SRT performance seats with Plum Crazy accented stripe.

Production of the 2010 Dodge Challenger R/T Classic and SRT8 in Plum Crazy

Production of the all-new 2010 Dodge Challenger R/T Classic and SRT8 in limited-production Plum Crazy Pearl Coat will start in late November 2009 at the Brampton Assembly plant in Brampton, Ontario, Canada. It will be built on the same assembly line as the award-winning and quality-proven Dodge Charger and Chrysler 300.

About the 2010 Dodge Challenger

The 2010 Dodge Challenger merges the best American muscle-car characteristics — unmistakable design, world-class handling, powerful engines and technology — to delight driving enthusiasts across several generations. The Dodge Challenger accommodates five passengers in a two-door coupe produced from the company's proven rear-wheel-drive platform. With three models of head-turning styling, two legendary HEMI V-8 engine choices, up to 25 highway mpg, more than 25 safety and security features and modern amenities including Uconnect™ Navigation with voice-activated navigation system and real-time traffic available it's no surprise Dodge Challenger was awarded J.D. Power and Associates "Most Appealing Midsize Sporty Car" in their 2009 APEAL Study.

-###-

Additional information and news from FCA US LLC is available at: <http://media.fcanorthamerica.com>