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Dodge Hits Bull's Eye With All-new Compact Car – The Dodge Dart

The all-new 2013 Dodge Dart blends Alfa Romeo DNA with Dodge's passion for performance and style, resulting in a groundbreaking compact sedan that brings features and benefits never before offered in a compact car

- All-new 2013 Dodge Dart is the first Chrysler Group vehicle built on a FIAT Group architecture
- 2013 Dodge Dart breaks new ground with a savvy, modern, unmistakable Dodge design that evokes emotion and passion while delivering world-class aerodynamics
- 2013 Dodge Dart offers features never before offered in a compact car, including class-exclusive 8.4-inch touchscreen, 7-inch TFT reconfigurable display, heated steering wheel, integrated dual exhaust, Rear Cross Path Detection and LED racetrack taillamps
- All-New Dart is officially classified by the EPA as a mid-size car, with class-leading shoulder room and hip room and more rear seat legroom than some mid-size cars
- Dodge Dart is the most technologically advanced car in its class and offers a class-leading 60 Safety & Security features
- Three state-of-the art, fuel-efficient powertrains with available MultiAir technology power the fun-to-drive 2013 Dodge Dart up to 184 horsepower and up to 41 mpg highway
- All-New Dart brings passion to the compact-car segment with over 100,000 different ways for a customer to personalize
- Dodge Dart offers six well-equipped trim levels with class-leading safety features and breakthrough technology typically found in more expensive vehicle segments

August 31, 2012, Auburn Hills, Mich. - The 2013 Dodge Dart redefines performance with Alfa Romeo DNA, fuel-efficient powertrains and Dodge's passion for performance. The all-new Dodge Dart is a thoroughly modern vehicle that's fuel-efficient, beautifully designed and crafted, agile and fun to drive.

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 will be available in six trim levels: SE, SXT, Rallye, Limited, R/T and Aero (R/T & Aero available 3rd quarter 2012) with a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$15,995. It will be built in the United States at Chrysler Group's Belvidere Assembly Plant in Belvidere, Ill. Production of the 2013 Dodge Dart began in May 2012.

New for the 2013 Dodge Dart is the Aero package, which will achieve at least 41 miles per gallon (mpg) highway fuel economy rating.

Performance-inspired design

Exterior

The all-new 2013 Dodge Dart boasts a timeless, stylish and distinctive exterior design. The car sports an athletic, sculpted, fluid and aesthetically agile appearance. The exterior design of the Dart conveys visual drama and timeless surfaces that add excitement to the competitive compact-sedan segment in the United States.

The Fiat Group-based Compact U.S. Wide (CUS-wide) architecture's low, wide and long dimensions ensured a stable "body-in, wheels-out" stance and coupe-like silhouette. The CUS-wide platform allowed for accentuating the fender formations and pushing the wheels as far out to the corners as possible, creating a very stable look, which gave Dodge designers incredible opportunities for some very dramatic sculpturing. Designers visually stretched the skin of the car over the vehicle framework as if stretching nylon over a surface.

Once the basic design was in place, with dynamic lines and curves from every angle, designers inserted a little Dodge attitude into the mix. The face of the Dart was styled with the unmistakable Dodge split crosshair grille, but with a modern, sleek look that "floats" in the front fascia, giving the Dart a full-width mask that marks it as a Dodge.

The rear view of the all-new 2013 Dodge Dart features an available Charger-inspired "racetrack" full-width taillamp with 152 indirect glow LEDs and class-exclusive available dual exhausts mounted in the rear fascia.

The front of the 2013 Dodge Dart has been designed for smooth airflow around, above and below the car without compromising styling or engine-cooling requirements. In addition, a lower radiator closeout panel is positioned below the front fascia. This not only contributes to the Dart's lower front-end appearance, but also reduces drag while still allowing for an 8-inch curb clearance.

Dodge designers made attention to detail and precision craftsmanship a priority, and it is noticeable from every angle. Standard laser-braised roof welds, high-quality metal daylight opening (DLO) moldings painted piano black and standard projector headlamps are just a few examples of well-crafted features typically found on much more expensive classes of vehicles.

Tasteful, detailed accents add to the design of the Dodge Dart. Style lines on the hood lead the eye to the floating crosshair grille, while chrome accent spears below the projector headlamps and inboard of available projector fog lamps highlight the attention to detail.

The result is a compact sedan that blends exceptional proportions, "aero-dramatic" surfacing, world-class craftsmanship, modern technology, an exceptionally quiet cabin and an upscale feel in a package that is undeniably a Dodge.

Interior

Dodge designers focused on creating a modern blend of precision craftsmanship, state-of-the-art technology, exciting bursts of color and hand-sculpted shapes when designing the Dart's interior, which is crafted with materials and technology typically found in more expensive vehicle segments. Starting with modern Dodge DNA and through the use of innovative ambient interior lighting, high-quality soft-touch materials and high-tech features, the 2013 Dodge Dart is loaded with cool amenities and unexpected delights for both drivers and passengers.

The Dart's "driver-centric" layout is designed to put all controls within easy reach of the driver. Customizable displays and comfort-tuned seats are packaged in an exceptionally spacious, pleasing interior. Packaged in the footprint of a compact car, the 2013 Dodge Dart features the interior spaciousness of a mid-size sedan, and it boasts best-in-class hip and shoulder room.

Customization was key in the all-new Dodge Dart's development, and with 12 exterior colors, 14 interior color and trim combinations, seven wheel options, three engine options and three transmissions, each Dodge Dart can be personalized to fit every buyer's individual style. And the combinations are multiplied exponentially, as Mopar also will offer more than 150 customization options and themed packages specifically developed for the Dart.

The high-tech centerpiece of the all-new 2013 Dodge Dart is the class-exclusive floating island bezel, which houses the segment-exclusive available 7-inch Thin Film Transistor (TFT) LED customizable gauge cluster display with light pipe surround that also houses the available class-exclusive Uconnect 8.4-inch touchscreen – the largest touchscreen in its class.

Thoughtful storage options throughout accommodate today's technology. The glove box easily conceals a stowed iPad; the center console features auxiliary jacks to plug in a wide variety of electronic devices, and thoughtful, inventive storage solutions, such as center-console side pockets, are perfect for storing mobile phones, receipts, or pens and paper.

Lighting in all the right places provides drivers and passengers a warm, comfortable cockpit. Available “racetrack” lighting surrounds the floating island bezel. Ambient lighting for the door handles, map pockets, foot wells, glove box, storage bin and illuminated cup holders is both useful and provides a warm atmosphere inside the vehicle.

Three sophisticated, fuel-efficient and powerful engines

The 2013 Dodge Dart will be powered by three fuel-efficient, powerful, state-of-the-art four-cylinder engines that add to Dart’s fun-to-drive quotient.

Drivers can select from a new 160 horsepower Tigershark 16-valve 2.0-liter engine, a 160 horsepower 16-valve 1.4-liter MultiAir Intercooled Turbo engine and a new 184 horsepower Tigershark 16-valve 2.4-liter MultiAir 2 four-cylinder engine (available 3rd quarter 2012). These three engines, combined with three transmission choices — six-speed manual, six-speed automatic or six-speed dual dry clutch (DDCT) transmission (available 3rd quarter 2012) — redefine performance by providing the most diverse powertrain lineup in its class.

The 2.0-liter Tigershark engine mated to the six-speed manual transmission has an EPA fuel economy rating of 25 mpg city/36 mpg highway/29 mpg combined. The 1.4-liter MultiAir Turbo engine mated to the six-speed manual transmission has an EPA fuel economy rating of 27 mpg city/39 mpg highway/32 mpg combined.

MultiAir technology delivers optimum combustion at any speed under all driving conditions by allowing direct and dynamic control of air intake and combustion. The result is up to a 15 percent increase in rpm torque and a 7.5 percent improvement in fuel efficiency.

Engineered with passion

The all-new 2013 Dodge Dart was developed and engineered to exceed expectations for satisfaction, quality and reliability. From the world-class aerodynamic performance, to the agile, responsive driving experience, to items seemingly mundane like segment-leading heating and cooling performance that gives drivers and passengers the right temperatures in the right locations, and a whisper-quiet interior, Dodge engineers kept the customer top of mind while developing every detail of the Dart.

Alfa Romeo DNA

The Dodge brand’s re-entry into the U.S. compact sedan segment is based off of the award-winning Alfa Romeo Giulietta. The Giulietta is renowned for satisfying the most demanding customers in terms of road-holding agility and safety, with exceptional driving dynamics. The Giulietta platform was lengthened and widened, creating a spacious compact sedan that meets the wants and needs of North American consumers.

The proven modular architecture allows multiple models to be built using the same basic underpinnings, resulting in improvements in quality and reliability, as well as reducing cost, development timing and tooling. The body structure of the Dart is comprised of 68 percent high-strength steel – hot stamped, high-strength and ultra-high-strength – resulting in an architecture that is lightweight, modern and solid.

The 2013 Dodge Dart features the proven, lightweight MacPherson strut front suspension, specifically tuned to minimize camber loss, resulting in more responsive steering and handling characteristics, improved ride quality and a reduction in road noise – all qualities drivers will appreciate.

A bi-link independent rear suspension enables European handling capability for those drivers who love to lean into corners and the smooth ride North American drivers covet.

State-of-the-art, segment-exclusive technology

The all-new 2013 Dodge Dart sports segment-leading technology and not-seen-in-the-segment features, enchanting and delighting drivers and passengers alike. Examples include the segment-exclusive floating island bezel, 8.4-inch Uconnect touchscreen, 7-inch TFT customizable instrument- cluster display and upscale ambient lighting.

The 2013 Dodge Dart is loaded with technology that improves driver and passenger comfort, as well as the performance of the car.

World-class aerodynamics

The all-new 2013 Dodge Dart compact sedan was designed and engineered for world-class aerodynamic

performance. With more than 600 hours in the wind tunnel during the Dart's development and using technology typically found on more expensive vehicles, Dodge engineers and designers looked at every aspect from the ground up to optimize the aerodynamic performance of the Dart.

The all-new 2013 Dodge Dart is the first Dodge vehicle to use an active grille shutter system. The system automatically stops airflow through the lower intake at highway speeds when less engine cooling is required and aerodynamic drag is most significant. When closed, the shutter system enhances aerodynamic performance by redirecting airflow around the front of the vehicle and down the sides, rather than through it. The active grille shutter system will open or close automatically based upon engine-coolant temperature and vehicle speed.

Underbody panels run stem to stern on the Dodge Dart, covering the majority of the lower vehicle from the front fascia to the rear fascia. Constructed of mold-in-color (MIC) black composite, the panels enhance the aerodynamic performance and also block road noise.

Tire spats located forward of the front and rear tires were engineered to function as mini air dams and were optimized for shape and ground clearance, adding to the underbody efficiency in conjunction with the underbody panels.

In the design and engineering of the 2013 Dodge Dart, no aerodynamic detail was too small. Mirror design, the notch angle at the top of the header of the backlight to the trailing edge of the deck lid and even the tail lamp applique shape and rear corners were all designed and engineered for optimal aero performance. An integrated decklid spoiler incorporates a trailing-edge shape for cleaner airflow separation in the rear portion of the vehicle, which optimizes the air wake.

Class-leading Safety Features

The all-new 2013 Dodge Dart was engineered with more than 60 safety and security features to ensure peace of mind when traveling. The Dodge Dart starts with a strong foundation, a body that has a high-strength steel content of 68 percent, one of the highest in the industry, and then adds both active and passive safety features.

Driver and passenger safety features include 10 standard airbags, which is unsurpassed in the segment and include: dual-stage adaptive venting front driver and passenger air bags, front-seat-mounted driver and passenger pelvic and thorax air bags, two rear-seat-mounted pelvic air bags, front driver and passenger knee air bags and all-row side-curtain air bags.

The Dart also features a reactive head-restraint system; available Blind-spot Monitoring and Rear Cross Path detection, three-point safety belts in all five seating positions; front driver and passenger dual seat belt pretensioners at the anchor and retractor positions and active load limiters. These features and more all work to protect passengers in the event of a crash. All three rear seat positions feature Lower Anchors and Tethers for CHildren (LATCH).

Additional standard safety features on the 2013 Dodge Dart include:

- Four-wheel, four-channel anti-lock disc brakes with electronic brake force distribution and traction control system on all models
- Brake Assist
- Brake-lock differential
- Ready Alert Braking
- Rainy Brake Support
- Hydraulic boost compensation
- Electronic stability control (four-channel active handling system ESC)
- Electronic Roll Mitigation
- Hill-start Assist
- Trailer-sway Control
- ParkView rear back-up camera
- ParkSense rear park assist

Customizable for the driver's own style

The 2013 Dodge Dart will be available in six trim levels: SE, SXT, Rallye, Limited, R/T and Aero. Each trim level has a style and value that will appeal to the diverse customer base interested in a compact sedan.

The all-new 2013 Dodge Dart will feature 12 exterior colors: Redline Red Pearl Coat, Header Orange Pearl Coat, Blue Streak Pearl Coat, True Blue Pearl Coat, Winter Chill Pearl Coat, Laguna Blue Clear Coat, Maximum Steel Metallic Clear Coat, Tungsten Metallic Clear Coat, Bright Silver Metallic Clear Coat, Citrus Peel Pearl Coat, Pitch Black Clear Coat and Bright White Clear Coat.

The Dart offers customers the choice of 14 interior color and trim combinations:

- Black denim cloth
- Black with Light Diesel Grey cloth
- Black with Light Frost cloth
- Black with Light Diesel stripes in cloth
- Black with Ruby Red stripes in cloth
- Diesel Grey with Citrus Peel stripes in cloth
- Diesel Grey with Light Diesel Grey stripes in cloth
- Diesel Grey with Ceramic White Nappa Leather with Citrus Peel accent stitching
- Black with Light Frost Premium Cloth
- Black Premium Cloth
- Black with Light Frost Nappa Leather with accent stitching
- Black Nappa Leather with Light Diesel accent stitching
- Black and Ruby Red Perforated Nappa Leather
- Black perforated Nappa leather with Ruby Red accent stitching

In addition to the exterior color and interior trim options, the 2013 Dodge Dart offers seven wheel options, three engine options and three six-speed transmissions, as well as a slew of available exceptional or segment-leading features. Dodge also is giving drivers the opportunity to customize their vehicles, as Mopar will offer more than 150 customization options and themed packages specifically developed for the Dart.

2103 Dodge Dart model lineup

Dodge Dart SE

With a starting U.S. MSRP of \$15,995 (excluding \$795 destination) the Dart SE model offers customers a stylish new car at a great value. It's loaded with a lot of standard content that is uncommon in the segment for an entry-level model, such as power windows, four-wheel anti-lock disc brakes and 10 standard air bags. It is powered by the 2.0-liter Tigershark I-4 engine mated to a six-speed manual transmission, which produces 160 horsepower and 148 lb.-ft. of torque. The 2.0-liter Tigershark engine has an EPA fuel economy rating of up to 36 mpg highway.

Standard equipment includes:

- Safety: unsurpassed 10 standard airbags including driver and front passenger multistage air bags, driver and front passenger seat-mounted air bags, supplemental all-row side curtain air bags and driver and front passenger knee air bags; four-wheel, anti-lock disc brakes; Brake Assist; brake lock differential; electronic stability control (ESC) with electronic roll mitigation and traction control; reactive driver and front passenger head restraints, three rear seat passenger head restraints; lock-on-sync tire pressure monitor, Sentry Key theft deterrent system; Lower Anchors and Tethers for CHildren (LATCH) in all three rear seat positions; 16-inch wheel covers
- Exterior: bi-function halogen projector headlamps with chrome headlamp bezel; body color crosshair grille and surround; piano black daylight opening molding; black door handles; light-emitting diode (LED) taillamps; laminated acoustic windshield; solar control glass; rear window defroster
- Interior: premium soft-touch instrument panel; bright interior door handles and shifter handle; power windows with driver one-touch up/down; cloth "Denim" seats; rear folding seat; six-way manual driver seat; driver height seat adjuster; six-way manual adjust front passenger seat; AM/FM/CD/MP3 radio with four speakers; heater with instrument panel ventilation; air filtering; 12-volt auxiliary power outlet; outside temperature display in odometer; front courtesy/map lights; four-gauge instrument cluster with tachometer; sun visors with vanity mirrors; variable intermittent windshield wipers; grocery bag hooks
- Functional: 500-amp maintenance-free battery; 120-amp alternator
- Warranty: 5-year/100,000-mile powertrain warranty

Dart Aero

The Aero model includes as standard equipment the 1.4-liter MultiAir Turbo engine mated to the six-speed manual

transmission or available six-speed DDCT; LED "racetrack" taillamps; underbody aero kit; active grille shutters, ultra-low-rolling resistance tires; speed-sensing power locks; keyless entry with panic alarm, body-color power mirrors; body-color door handles; air conditioning with Micron filter; Electronic Vehicle Information Center (EVIC) with trip computer; leather-wrapped steering wheel with audio controls; speed control; automatic headlamps; "Aero" badge; Black Denim cloth interior; tire inflator kit; single note horn and 16-inch wheels. The Dart Aero will have an EPA fuel economy rating of at least 41 mpg highway.

Dodge Dart SXT

The SXT is extremely well-equipped and has a starting U.S. MSRP of \$17,995 (excluding \$795 destination).

In addition to the standard equipment of the SE, the SXT adds: 17-inch aluminum wheels; premium cloth seats in Black Denim or two-tone Black / Light Diesel Grey or Black / Light Frost; air conditioning with micron filter; speed-sensitive power door locks; power mirrors; remote keyless entry; front center console with fore and aft sliding armrest; body color door handles and mirrors; 60/40 split folding rear seat with armrest with storage / cupholders and trunk pass-through; 6-speakers; security alarm; front and rear floor mats; 600-amp maintenance-free battery; SXT badge

Customers can customize their SXT with a wide array of options including powertrain, audio, and touch-screen navigation.

Dart Rallye

The Rallye adds a customized look to your Dodge Dart with distinctive performance front and rear fascias and a choice of four interior colors. The Rallye has a starting U.S. MSRP of \$18,995 (excluding \$795 destination) and includes the standard equipment of the SXT model along with: Unique black front fascia accents; black headlamp bezels; projector fog lamps; integrated dual exhaust with bright exhaust tips; leather-wrapped steering wheel; speed control; steering wheel audio controls; trip computer; vehicle information center; premium cloth seats with accent stripes – Black with Light Diesel Grey; Two-tone Diesel Grey; Black with Ruby Red; Diesel Grey with Citrus; 140-amp alternator; Rallye badge.

Rallye customers can further express themselves with class-exclusive Hyper Black wheels or the powerful efficiency of the 1.4L MultiAir Turbo.

Dart Limited

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. The Limited starts with a U.S. MSRP of \$19,995 (excluding \$795 destination). Standard equipment includes the standard equipment of the SXT model and adds: Unique bright grille; bright door handles; projector fog lamps; power heated mirrors with supplemental signals and courtesy lamps; 8.4-inch Uconnect touchscreen; Floating Island Bezel; ParkView rear back-up camera; 7-inch TFT (Thin Film Transistor) reconfigurable instrument cluster display; premium door trim panel with soft-touch upper surfaces; leather steering wheel with audio control and speed control; accent stitching on the instrument panel; premium cloth interior – Black with Diesel Grey stitching or Black / Light Frost with accent stitching; power 10-way driver seat including power lumbar support; driver and front passenger seatback pockets; overhead console with sunglass holder; front passenger in-seat storage; illuminated front cupholders; illuminated vanity mirrors; temperature and compass gauge; 12-volt auxiliary power outlet in console; speed sensitive power locks; power front windows with one-touch up/down; ambient LED interior lighting; automatic headlamps; active grille shutters; underbody aerodynamic treatment; tire pressure monitoring display; Limited badge.

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.

Dart R/T

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 engine that produces 184 horsepower and 171 lb.-ft. of torque and is mated to a six-speed manual transmission. The R/T features the standard content of the Limited and adds: 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; body color door handles; integrated dual exhaust with bright exhaust tips; R/T unique premium Nappa perforated leather seats in Black with Ruby Red stitching or two-tone Black /

Ruby Red; heated steering wheel; heated front seats; dual zone Automatic Temperature Control; Remote Start; Universal Garage Door Opener; R/T badge.

Optional equipment, depending on model, includes:

- The fun-to-drive 1.4-liter MultiAir Turbo engine, which produces 160 horsepower and 184 lb.-ft. of torque. When mated to the standard six-speed manual transmission the 2013 Dodge Dart has an EPA fuel economy rating of 39 mpg highway and when mated to the optional DDCT achieves a fuel economy rating 37 mpg highway. The Aero package achieves a highway rating of at least 41 mpg
- Blind-spot Monitoring and segment-exclusive Rear Cross Path detection
- Segment-exclusive heated steering wheel
- Uconnect 8.4-inch touchscreen, the largest in the segment
- ParkView rear backup camera and ParkSense rear park assist
- Garmin navigation
- Hyper Black 17-inch and 18-inch aluminum wheels
- Polished aluminum wheels
- Integrated dual exhaust
- LED "racetrack" taillamps
- Nappa premium leather seating
- Heated front seats
- Power sunroof
- High-intensity discharge (HID) headlamps
- 506-watt premium sound system with nine Alpine speakers and subwoofer
- Many more options to choose from
- 150 Mopar accessories

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