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All-new 2013 Dodge Dart Aero Model Delivers up to 41 mpg With the Award-winning 1.4-liter MultiAir Turbo Engine and a Starting U.S. MSRP of \$19,295

- The Dodge Dart Aero model is a stylish, no-compromise, fuel-efficient and powerful new addition to the already award-winning Dodge Dart line-up
- Powered by Fiat's award-winning 1.4-liter MultiAir intercooled turbo engine, the Dodge Dart Aero model delivers 184 lb.-ft. of torque and up to 41 miles per gallon on the highway
- Sales of the all-new Dodge Dart continue to gain momentum - with September sales up 72 percent – the third consecutive double or triple-digit month-over-month sales increase
- Dart named 2013 Insurance Institute for Highway Safety (IIHS) Top Safety Pick

October 3, 2012, Auburn Hills, Mich. - The Dodge brand today announced pricing on its newest, most fuel-efficient Dart model, the Dodge Dart Aero, which features a starting U.S. Manufacturers' Suggested Retail Price (MSRP) of \$19,295 (excluding \$795 destination).

Powered by the sporty, fun-to-drive and advanced 1.4-liter MultiAir intercooled turbo engine combined with several aerodynamic enhancements, including lightweight aluminum chassis components, active grille shutters, underbody aero kit, a lowered profile and low-rolling resistance tires, the Dodge Dart Aero model achieves an impressive 41 miles per gallon (mpg) on the highway with the six-speed manual and 40 mpg on the highway with the six-speed Dual Dry Clutch Transmission (DDCT).

"The all-new Dodge Dart is a groundbreaking vehicle, offering features and benefits never before offered in a compact car," said Reid Bigland, President CEO - Dodge Brand. "The new Dart Aero builds on these attributes by combining a remarkable 41mpg with interior room of a mid-size car and class-leading technology, style and safety, for only \$19,295."

The Dodge Dart Aero model also is packed with a slew of standard features, such as the 1.4-liter MultiAir Intercooled Turbo engine, an unsurpassed 10 standard airbags, four-wheel anti-lock disc brakes, electronic stability control, cruise control, auto headlamps, air conditioning with micron filter, power windows and locks, power mirrors, remote keyless entry, leather-wrapped steering wheel with audio controls, projector headlamps and class-exclusive LED 'racetrack' taillamps.

High-tech features, including the class-exclusive 8.4-inch touchscreen media center and 7-inch TFT reconfigurable gauge cluster, also are available on the Dodge Dart Aero.

Dodge Dart

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, all starting at a U.S. MSRP of just \$15,995.

Production of the Dodge Dart Aero model started at the Belvidere (Ill.) Assembly Plant in the third quarter of 2012.

About the Dodge Brand:

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the

corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 41 mpg 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

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