

Contact: Alyse Nagode

Amy Delcamp

## **2014 Dodge Dart with its Class-exclusive Uconnect System Receives 2014 Connected Car of the Year Award from Connected World Magazine**

- 2014 Dodge Dart earns Connected Car of the Year Award in Small Connected Vehicle category
- Award honors vehicles that combine the right mix of safety, convenience and technology
- The new 2014 Dodge Dart is loaded with a number of class-leading features – easy-to-use Uconnect system incorporates a 8.4-inch touchscreen, 7-inch thin-film transistor (TFT) LED instrument cluster, heated steering wheel, Rear Cross Path detection, blind-spot monitoring, four-wheel anti-lock disc brakes on all models – that delight both drivers and passengers
- With more than 60 safety and security features, including an unsurpassed 10 standard air bags, the Dodge Dart delivers class-leading safety features for peace-of-mind while driving
- The Dodge Dart offers the interior room of some mid-size sedans, class-leading safety, state-of-the-art technology and style starting at a U.S. MSRP of just \$15,995 (excluding \$995 destination)

February 11, 2014, Auburn Hills, Mich. - The 2014 Dodge Dart with its class-exclusive state-of-the-art Uconnect system is the winner of Connected World magazine's 2014 Connected Car of the Year Award.

The Connected Car of the Year Award honors vehicles that combine the right mix of safety, convenience and infotainment technology. Automobiles are evaluated in six categories – small, mid-size, luxury, ultra-luxury, green and truck – and chosen by the editorial team at Connected World magazine.

The 2014 Dodge Dart earned the Connected Car of the Year Award in the Small Connected Vehicle category. The Dodge Dart's Uconnect system, with the largest-in-class 8.4-inch touch screen, was recognized for delivering communication, navigation and information in a manner that promotes a distraction-free environment.

"The Connected Car of the Year Award is confirmation from a third-party source that the Dodge Dart is at the forefront of technology in its class," said Tim Kuniskis, President and CEO, Dodge Brand. "The Dart's Uconnect system with the 8.4-inch touch screen is world class, intuitive and easy to use. When you add the Dart's unsurpassed in its class 10 air bags, 7-inch TFT LED instrument cluster and available Rear Cross Path detection and blind-spot monitoring, it really does offer the latest high-tech features designed to keep our customers connected and all at a tremendous value."

"Uconnect is honored that Connected World magazine has named the 2014 Dodge Dart's Uconnect system winner of the Connected Car of the Year Award," said Alan Amici, Head of Uconnect Systems and Services, Chrysler Group LLC. "This award recognizes our commitment to our mission of making sure drivers stay conveniently connected while keeping their hands on the wheel and eyes on the road."

The 2014 Dodge Dart is loaded with a number of class-leading features – easy-to-use 8.4-inch Uconnect touchscreen media center, 7-inch thin-film transistor (TFT) LED instrument cluster, heated steering wheel, Rear Cross Path detection, blind-spot monitoring, four-wheel anti-lock disc brakes on all models which delight both drivers and passengers. With more than 60 safety and security features, including an unsurpassed 10 standard air bags, the Dodge Dart delivers class-leading safety features for peace-of-mind driving. The Dodge Dart also offers the interior room of some mid-size sedans, class-leading safety, state-of-the-art technology and style starting at a U.S. MSRP of just \$15,995 (excluding \$995 destination).

### **Dodge Dart**

The 2014 Dodge Dart redefines performance with an agile, fun-to-drive experience, compliments of its Alfa Romeo roots. It's crafted with high-quality materials and loaded with state-of-the-art technology and class-leading safety features. The new Dart GT model builds on that foundation and offers attributes compact car buyers appreciate, such as a 2.4 liter engine with 184 horsepower, a sport-tuned suspension, available hyper black 18-inch aluminum wheels, along with class-exclusive features like an 8.4-inch Uconnect touchscreen media center and LED racetrack taillamps. The Dart provides drivers with the ultimate combination of power, efficiency, technology and style, all for a starting U.S. MSRP of just \$15,995.

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