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Dodge Brand Brings All-New Interior, Modern Interpretation of 1971 Challenger to 2015 Dodge Challenger SRT

- All-new, driver-focused cockpit is designed for the ultimate performance enthusiast with stunning style, premium materials, world-class craftsmanship and state-of-the-art technology
- Functional, performance-designed exterior maintains Challenger's original muscle car heritage and key Dodge brand hallmark
- 2015 Dodge Challenger SRT picks up design cues from 1971 Dodge Challenger, harmonized with modern technology
- Challenger SRT and Challenger SRT with the Hellcat engine offer 11 exterior and four interior color choices, plus unique stripes and optional Satin Black hood (late availability) on Challenger SRT Hellcat

July 21, 2014, Auburn Hills, Mich. - For 2015, Chrysler Group's SRT (Street and Racing Technology) design team builds upon the recently introduced new 2015 Dodge Challenger to bring new functional and performance-enhancing elements to the most true-to-form muscle car on the market.

"With a deep collaboration with SRT engineering we celebrate the unique functional needs of the new Dodge Challenger SRT Hellcat while respecting its iconic heritage," said Ralph Gilles, Vice President Design, Chrysler Group LLC. "On the interior, will sense a certain respect to our past but in a decidedly modern cockpit, customers will see the world-class levels of quality and craftsmanship designed into a performance package that brings the driver as close as possible to the machine with intelligent technology."

Aggressive and Functional Exterior

The aggressive and functional exteriors on the Dodge Challenger SRT and Dodge Challenger SRT with the Hellcat engine remain true to the Challenger's historic roots, further refined via 35-percent more development time in the Chrysler Group's full-scale wind tunnel in Auburn Hills, Michigan. The result is a re-engineered Challenger capable of maximum aerodynamic performance for spirited driving on the road or the race track.

"Not only did we look at the 1971 Challenger for inspiration, we also focused on key historical Mopar design elements to make the exterior take on a contemporary look that is more sinister in nature – helping us to showcase this as the most capable Challenger ever made," said Mark Trostle, Head of SRT and Mopar Design, Chrysler Group LLC.

"When it came to the design of the Dodge Challenger SRT models, we worked hand-in-hand with the SRT engineering team to ensure that everything we created not only resonates with SRT DNA but is functional and meets their performance goals."

At the front, new fascia designs, and an all-new vertical-split grille, provide a menacing update of its 1971 inspiration. A larger, power-bulge aluminum hood features a dedicated "cold-air" intake – a visual styling cue from the first Viper coupe built in 1996.

The hood on the new Dodge Challenger SRT with the Hellcat engine also includes dual air extractors to ensure effective removal of heat and reduced air turbulence in the engine compartment. In addition to body color, the hood is available in a Satin Black finish (late availability). All Dodge Challenger SRT models feature an all-aluminum hood designed to reduce weight.

Another key design element on the SRT Hellcat is the exclusive Air Catcher lamp, which feeds ram-air directly into the engine air box through the driver-side parking lamp.

To make way for all-new twin stripe designs on the SRT 392, windshield washer outlets are now located under hood for a cleaner look. All-new quad projector headlamps give a more detailed appearance, while a more aggressive brow "chops" the upper portion of the lamp design for an even more sinister attitude.

For added style, four light units with LED halos cast a cool glow from beneath the brow on the Challenger SRT. The outboard light units contain both low- and high-beam HID-projector headlights. The inboard units contain parking/marker lights.

A wider trapezoidal front air dam and slimmer grille opening highlight the width of the coupe, while helping to provide necessary engine cooling. Integrated projector fog lamps on the Challenger SRT 392 are pushed to the lower corners to help accentuate the car's width while illuminating the road. A new, larger fascia splitter helps improve airflow and reduces front lift to maintain optimal aerodynamic balance.

The Dodge Challenger SRT with the Hellcat engine features a unique front fascia, featuring an integrated front splitter, which optimizes airflow to the cooling modules without compromising vehicle balance.

From the side, the Challenger SRT's signature muscular proportions of the thruster rear-quarter panels stand out from the crowd, while fender and belt lines tie together at the front and rear of the car to create a sleeker appearance. Differentiating the Dodge Challenger SRT Hellcat from the rest of the Challenger lineup are the "SUPERCHARGED" fender badges. Black sills accentuate the proportions of the muscle coupe and have been tuned in the wind tunnel to improve aerodynamics.

Helping to fill the wheel wells on the Dodge Challenger SRT 392 are standard, SRT-exclusive "77" eight-spoke 20 x 9-inch forged aluminum, racing-inspired, wheels finished in Hyper Black. The Challenger SRT with the Hellcat engine is fitted with new, SRT-exclusive "Slingshot" split-seven spoke 20 x 9.5-inch, lightweight forged-aluminum wheels with a standard matte black finish (available on SRT 392 with Track Pack). Available on the Challenger SRT with the HEMI Hellcat engine is the wheel with a "Brass Monkey" dark bronze finish.

Out back, the 2015 Dodge Challenger SRT recalls the historic 1971 model's styling with a new split tail-lamp design and rear fascia. The tail lamps feature the new signature LED graphic with its smooth glow of light that can be seen from blocks away. A redesigned rear valance helps the 2015 Challenger SRT models look more planted on the ground. A unique, taller rear spoiler on the SRT Hellcat features a raised SRT logo.

High-impact exterior colors

Many of the most memorable paint colors in automotive history have been found on the Challenger. The 2015 Dodge Challenger SRT will be available in 11 exterior colors: B5 Blue Pearl, Billet Silver Metallic, Bright White, Granite Crystal Metallic Pearl, Ivory White Tri-Coat Pearl, Jazz Blue Pearl, Phantom Black Tri-Coat Pearl, Pitch Black, Redline Red Tri-Coat Pearl, Sublime Metallic Pearl and TorRed.

Twin, full-body stripes are available in Black Satin Gloss and Silver High Gloss on the SRT 392 model only.

Race-Inspired, High-Performance Interior

Inside the 2015 Dodge Challenger is an all-new enthusiast-centric cockpit with world-class materials, execution and technology. Key elements are inspired by the interior of the 1971 Challenger.

"Like every SRT vehicle created, the interior delivers the sense that this vehicle has been designed for you, personally. The interior of the Dodge Challenger SRT conveys this philosophy without exception and focuses upon the ultimate driving experience," said Ryan Nagode, Interior Design Chief for SRT. "The cabin has been created to feel like a fighter plane cockpit. The interior has a race-centric feel that a true driving enthusiast will appreciate."

The performance cockpit of the 2015 Dodge Challenger SRT carries the essence of the 1971 Challenger, in an artistic and more organically styled way.

The all-new cleanly executed instrument panel features a stamped aluminum bezel, which sets the tone for the driver's display. An innovative 7-inch driver-selectable driver information display (DID) screen is centered in the gauge

cluster and provides a customizable display. The all-new DID screen is flanked by new speedometer and tachometer gauges, which provide a heritage-inspired look with concave shapes and a hub-covered needle design, reminiscent of the "tic-toc-tach" gauges from the 1971 Challenger. For the Challenger SRT with the Hellcat engine, the fixed gauges and digital graphics are finished in a Dark Radar Red tone to furthermore add uniqueness.

Additionally, the dashboard's center stack neatly houses a standard 8.4-inch Uconnect touchscreen. New for 2015, drivers can select one of the many offered backgrounds to connect the digital look and feel with their chosen interior package.

A new, trapezoidal-shaped stamped aluminum center console provides Challenger SRT's interior with a fresh look. The aluminum trim gets one of two finishes: "Hectic Mesh" for the Challenger SRT 392 and "Dark Engine Turn" for the Challenger SRT Hellcat. The console also exudes craftsmanship and style with leather-wrapped surfaces and French-seamed accent stitching running from the back to the front. Employing a unique, elevated design, the all-new center console houses ergonomically located redundant button and knob controls for audio and climate functions. An all-new media hub with an SD card slot, USB outlet and audio jack is neatly housed inside the center console's flocked armrest.

For those who opt for the segment-first TorqueFlite eight-speed automatic transmission, an all-new and class-exclusive electronic shifter, with a driver-oriented T-handle, provides intuitive gear selection and offers an Auto Stick selector gate for added control. For those who prefer having a third pedal, the precise and track-proven Tremec TR6060 six-speed manual transmission is fitted with a throwback ball shifter.

A redesigned SRT-branded heated steering wheel features a flat bottom for the high-performance driver. Standard steering-wheel-mounted aluminum paddle shifters (with automatic transmission) are located on the back of the upper spokes. The buttons to control the driver-configurable full-color DID are large and illuminated. Buttons for Uconnect and phone access now reside along the bottom edge of the horizontal spokes. Optional adaptive cruise control (SRT 392) is configured by buttons that are symmetrically opposite on the right hand side of the wheel. As before, the highly praised audio controls are still found on the back of the upper spokes. This new tilt-telescoping steering wheel also has a 360-degree heat element.

The Dodge Challenger SRT offers performance seats with large side bolsters for maximum lateral support in hard cornering. For improved comfort and convenience, new for 2015 are standard heated and ventilated front seats. The passenger seat also has an easy exit/entry function to provide access to the rear seat, which is controlled by a release handle on the top shoulder of the seat.

The Challenger SRT features three interior color combinations:

- The Challenger SRT 392 features premium soft-touch surfaces with silver accent stitching, "Hectic Mesh" stamped-aluminum bezels, "Pitch Black" trim accents and "Quick Silver" paint and satin chrome details. Seating is available in the following combinations:
 - o Black Alcantara suede and Black Nappa premium leather performance seats with Silver SRT embroidery
 - o Standard Black seat belts
 - o Optional Ruby Red seat belts
 - o Ruby Red Alcantara suede faced and Black Nappa premium leather performance seats with Silver SRT embroidery
 - o Standard Ruby Red seat belts
 - o Black Laguna premium leather performance seats with embossed SRT logo
 - o Standard Black seat belts
 - o Optional Ruby Red seat belts
 - o Sepia Laguna premium leather performance seats with embossed SRT logo
 - o Standard Black seat belts
- The Challenger SRT with the Hellcat engine features premium soft-touch surfaces with Silver accent stitching, "Dark Engine Turn" stamped aluminum bezels, "Light Black Chrome" trim accents and "Anodized Gunmetal" paint. Seating is available in the following combinations:
 - o Black Alcantara suede and Black Nappa premium leather performance seats with Silver SRT embroidery
 - o Standard Black seat belts

- o Optional Ruby Red seat belts
- o Ruby Red Alcantara suede faced and Black Nappa premium leather performance seats with Silver SRT embroidery
- o Standard Ruby Red seat belts
- o Black Laguna Premium Leather performance seats with embossed SRT logo
- o Standard Black seat belts
- o Optional Ruby Red seat belts
- o Sepia Laguna Premium Leather performance seats with embossed SRT logo
- o Standard Black seat belts

Storage and lighting

The new Challenger SRT features class-exclusive door-mounted bottle holders, along with front- and rear-of-the-door storage. An oversized, illuminated glove box with damped hinges features velvet-like interior covering, center-positioned illumination for even light distribution and even an upper shelf to store the owner's manual. A cubby bin is located to the right of the automatic shifter. Two conveniently located netted bins are found on either side of the center console. The passenger side houses a power source.

Abundant ambient LED lighting, with a new for 2015 cool white glow, is located in foot wells, door-pull cups, overhead console (to light the center console below) console cup holder and door map pockets.

Segment-exclusive five-passenger seating

Dodge Challenger SRT offers exceptional rear seating for a two-door coupe, achieving best-in-class rear headroom (37.4 inches) and legroom (32.6 inches) compared with its competition. With class-exclusive seating for five, coupled with best-in-class cargo space (16.2 cu. ft.), the new Challenger SRT continues to be the segment's best day-to-day muscle-car choice, offering maximum comfort and functionality.

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with a lineup that delivers unrivaled performance in each of the segments in which the brand competes while moving forward to a future that includes electrified muscle in the form of the next-generation, all-new Dodge Charger.

The next-generation Dodge Charger electrifies a legend, with the Charger retaining its title as the world's quickest and most powerful muscle car led by the all-new, all-electric 2024 Dodge Charger Daytona Scat Pack. The all-new Dodge Charger will also offer performance choices via multi-energy powertrain options including the 550-horsepower Dodge Charger SIXPACK H.O., powered by the 3.0L Twin Turbo Hurricane High Output engine.

Dodge also keeps its foot on the gas as a pure performance brand with the 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever, and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet.

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