

100 Years and Counting: Dodge Charges into its Next 100 Years Consolidated with SRT; Focused on its Performance Roots

- New for 2016, Dodge and SRT offer the fastest street-legal Viper track car ever – the 2016 Dodge Viper ACR
- New Viper “1 of 1” program gives customers more than 50 million possible build combinations to create their one of a kind Viper
- At an average age of 44 years old, the Dodge brand customer is now the youngest in the industry

August 31, 2015, Auburn Hills, Mich. - ACRs, 1 of 1s, Hellcats, Scat Packs, R/Ts, GTs, Blacktop Packages and Super Track Paks fill the Dodge and SRT lineups for 2016. Now, fully consolidated with its SRT high-performance brand, Dodge is charging into its next 100 years focused squarely on performance.

The consolidated Dodge and SRT brands offer a complete lineup of performance vehicles that stand out within their own segments. Dodge is the “mainstream performance” brand within the FCA US LLC showroom. SRT is positioned as the “ultimate performance” halo of the Dodge brand, together creating a complete and balanced performance brand with one vision and one voice. And the message is being received.

“Dodge strives to turn everyday vehicles into personal statements. Our vehicles are modern, performance cars that deliver that visceral feel that reminds buyers why they fell in love with driving in the first place,” said Tim Kuniskis, President and CEO — Dodge and SRT brands, FCA US LLC. “At an average age of 44 years old, the Dodge brand customer is now the youngest in the entire industry, and we can tell by the continuous drop in the average age of our customers that our message is resonating in the marketplace.”

The Dodge brand has a drive to innovate and a passion to engineer vehicles that are faster, better or smarter and deliver an attitude that was built into the brand by the Dodge brothers themselves a century ago.

With 100 years of history to build on, as well as the innovative spirit of its founders, Dodge is taking the best of its innumerable successes over the years – the technological advancements of the ‘30s and ‘40s, design evolution of the ‘50s, the racing heritage of the ‘60s, the horsepower of the ‘70s, the efficiency of the ‘80s and unbelievable styling of the ‘90s – as it paves the road to its future.

From muscle cars to compact cars, minivans, crossovers and full-size SUVs, the Dodge brand's full lineup of 2016 models deliver best-in-class horsepower, class-exclusive technology, unmatched capability and a slew of cool features, such as LED headlamps, Dodge signature racetrack tail lamps, dual exhaust, 8.4-inch touchscreen infotainment centers and 7-inch thin-film transistor (TFT) customizable gauge clusters, to name a few.

For the 2016 model year, Dodge is back with its ultimate performance halo car in the form of a new 2016 Dodge Viper ACR, the fastest street-legal Viper track car ever. It joins the recently repositioned Viper, which can now be customized in more than 50 million ways through the new Viper 1 of 1 customization program. The new 2016 Dodge Viper ACR joins the 2016 Charger and Challenger, including the wildly successful Hellcat models, Dart, Durango, Grand Caravan and Journey, including the popular Crossroad and new Crossroad Plus model.

The Dodge brand's passionate fan base is huge and growing. Dodge has a total of more than 4 million Facebook followers; the Challenger alone has more than 1.5 million fans, which is more than many entire brands. Dodge fans and owners can get involved with the brand by going to www.dodge.com, Facebook at www.facebook.com/dodge and to the Dodge brand's blog at www.redlinedodge.com.

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 where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T performance hybrid version of the all-new Dodge Hornet, representing the brand's first-ever electrified performance vehicle. Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock; the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world; and 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. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, the Dodge brand ranked No. 1 in the [J.D. Power APEAL Study](#) (mass market), making it the only domestic brand ever to do so three years in a row. In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the [J.D. Power Initial Quality Study](#) (IQS).

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