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All-new 2023 Dodge Hornet Introduces Dodge Muscular Exterior Design, Driver-focused Interior Styling to CUV Segment

- All-new Dodge Hornet unleashes muscular Dodge design vocabulary on brand's new entry in the compact utility vehicle (CUV) segment
- Exterior styling cues such as a hood with integrated heat extractors and "mail slot"-style grille opening sculpted into the fascia imprint Hornet with distinctive Dodge DNA
- Vehicle-width taillamp features a centre illuminated Dodge Rhombi logo, a first for a Dodge vehicle and a nod to the electrified performance of the Hornet R/T plug-in hybrid electric vehicle (PHEV) model
- Dodge Hornet interior design aligns with driver-centric cockpit feel of Dodge vehicle lineup — centre stack controls, display screens and HVAC vents are "tipped" to angle towards the driver
- Available premium interior touches include class-exclusive, performance-oriented Alcantara seats
- Performance controls at the fingertips enable drivers to choose between Sport and Standard drive modes for the Hornet GT and hybrid driving modes for the R/T, keeping the driver connected to the vehicle
- Unique badging includes a new Hornet emblem on the fender that celebrates the revival of the Hornet
- Seven exterior colours available for the Dodge Hornet include Acapulco Gold, Blu Bayou, Q Ball and 8 Ball
- Production for the All-new 2023 Dodge Hornet will begin in Q4, with the Hornet GT reaching dealers in December 2022 and the Hornet R/T arriving in Spring 2023
- For complete information on Dodge and the brand's Never Lift plan, which provides a 24-month road map to Dodge's performance future, visit Dodge.ca and DodgeGarage.com

August 16, 2022, Windsor, Ontario - The all-new 2023 Dodge Hornet shakes up the compact utility vehicle (CUV) segment, incorporating familiar Dodge calling-card design cues to create the newest entry in the four-vehicle lineup for North America's performance brand.

The Dodge Hornet drives the brand's muscular design vocabulary into a new segment, with aggressive and powerful exterior design that conveys harnessed power just waiting to be uncorked, along with a race-inspired interior design philosophy that is performance and driver focused.

Exterior: Distinctive Dodge Design

The Dodge Hornet earns its spot in the brand's vehicle lineup with distinctive Dodge DNA, including hood and front fascia design elements that bring to life Dodge attitude. The hood features integrated heat extractors for a performance-focused appearance while the front also incorporates a "mail slot"-style grille opening sculpted into the fascia. The "mail slot" also reinforces the horizontal brow of the upper grille and lamp graphics – creating a serious, all-business demeanor. Flanked by two smaller inserts, these design elements telegraph a mission of performance and functionality while also delivering a muscular front-end appearance that follows the look of the Dodge vehicle lineup.

Integrating into the muscular lines of the bodyside are the matte black molded-in-colour lower cladding and valances. The Hornet R/T receives unique new Abyss painted lower cladding and rear valance with integrated dual exhaust ports. Headlamp signature lighting offers an unmistakable, focused down-the-road read for Hornet, with LED reflectors and an illuminated daytime running light (DRL) signature.

At the rear, the Hornet's Dodge identity shines bright. The taillamp extends the width of the vehicle and features a

lighted red signature, as well as an illuminated Dodge Rhombi logo in the centre — featured for the first time on a Dodge vehicle — identifying from a distance that it's a Dodge. The illuminated taillamp and Rhombi logo, while standard on the Hornet, also serves as a subtle nod to the electrified performance of the Hornet R/T PHEV model. An additional exterior feature is an available external panel sunroof that gives the Hornet a fun, open-air feel.

The Dodge Hornet R/T rolls on standard 18-inch Graphite Grey alloy wheels (the entry-level Dodge Hornet GT features standard 17-inch Silver alloy wheels) and features standard dual exhaust tips and black anodized Brembo front brake calipers with the Dodge logo.

A Blacktop package, available for both R/T and GT, brings to life an automotive version of a “murder Hornet,” achieving a blacked-out look through:

- 18-inch Abyss alloy wheels
- Gloss Black badging and mirror caps
- Gloss Black painted day light opening (DLO) molding

A Track Pack optional package, offering the most performance-oriented appearance, is available for both R/T and GT and upgrades to 20-inch Abyss wheels, red painted Brembo front brake calipers with the Dodge logo, along with additional performance and interior features.

Interior: Performance-inspired Styling

The performance-inspired interior follows the driver-focused design that is a calling card of the Dodge brand vehicle lineup. Centre stack controls, display screens and more are subtly “tipped” toward the driver, putting the individual in the cockpit at the centre of the action. The instrument panel utilizes a wrapped and stitched mid-bolster that extends through the instrument panel and achieves a cross-car read, creating a lighter feeling while adding visual width. Red stitching accents, standard on Hornet, flow throughout the black interior, including on the mid-bolster, seats and armrest. Accents on the vents and centre switches provide a slim, technical detail that enhances the performance appearance of the interior.

Ignition control is positioned prominently on the accent painted finish console. Additional performance controls are placed right at the fingertips with a button on the performance-oriented flat-bottom steering wheel that enables drivers to choose between Sport and Standard drive modes for the GT and hybrid driving modes for the R/T, keeping the driver connected to the car.

Cloth seats are standard on the Hornet R/T and Hornet GT, while premium interior touches include class-exclusive Alcantara leather seats, with an embroidered Dodge Rhombi logo, available through the Track Pack option. The racing-oriented Alcantara seats feature unique “red crust” accents that visually burst out and gradually fade, highlighting the unique Alcantara seat perforation. Leather seating is standard for the R/T Plus and GT Plus, and Dodge made certain to offer optional red leather seats for those seeking more Dodge attitude on the inside.

Badging

A unique new Hornet badge on the fender celebrates the revival of the Hornet — a name first used on the famed Hudson Hornet in the 1940s and again in 2006 as a popular Dodge concept vehicle — and joins current iconic Dodge badging lineup, such as Scat Pack, Hellcat and Hellcat Redeye. The rear Hornet R/T badge features a unique easter egg in relief that teases the model's electrified nature.

Colour Lineup

The Hornet also features seven exterior hues that mirror the Hornet's personality, featuring fun and unique colour names including:

- Acapulco Gold
- Blu Bayou
- Blue Steele
- Gray Cray
- Hot Tamale
- Q Ball
- 8 Ball

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 versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 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; the Dodge Durango SRT 392, North America's fastest, most powerful and most capable three-row SUV; 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 North American brand across its entire lineup.

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). In 2021, 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 two years in a row.

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