



DODGE IS A REGISTERED TRADEMARK OF CHRYSLER GROUP LLC.  
FORM NO. 74-383-2537\_9/14 (75M) \_LITHO IN U.S.A.



[1] Based on 2014 Ward's Small Upper Sedan vehicle segmentation costing under \$25,000. [2] Always check visually for vehicles prior to changing lanes. [3] The Uconnect Phone requires a mobile phone equipped with the Bluetooth Hands-Free Profile. To check phone compatibility, please visit UconnectiPhone.com. [4] SiriusXM audio and data services each require a subscription after the trial included with the new vehicle purchase, sold separately or as a package, by SiriusXM Radio Inc. If you decide to continue service after your trial, the subscription plan you choose will automatically renew thereafter and you will be charged according to your chosen payment method at then-current rates. Fees and taxes apply. To cancel, you must call SiriusXM at 1-866-635-2349. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](http://www.siriusxm.com). All fees and programming subject to change. ©2014 SiriusXM Radio Inc. Sirius, XM and all related marks and logos are trademarks of SiriusXM Radio Inc. [5] Phone must support Bluetooth Phone Book Access Profile (PBAP). [6] WiFi subscription required. This feature is not intended for use by the driver while the vehicle is in motion. Always drive carefully. [7] The Advanced Front Air Bags in this vehicle are certified to the new U.S. federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. [8] Always look before proceeding; electronic drive aid is not a substitute for conscientious driving; always be aware of your surroundings. [9] No system, no matter how sophisticated, can repeat the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the ESC warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behavior to prevailing road conditions. Always drive carefully, consistent with conditions. Always wear your seat belt. [10] Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. [11] The SiriusXM Travel Link data displays and individual product availability vary by vehicle hardware. Not all vehicles or devices are capable of receiving all Travel Link services offered by SiriusXM. Weather Forecast. Current conditions may not be available in all locations and features of individual systems will vary. Images within are for representative purposes only and are not real products. For actual features and images of real products, consult the vehicle manufacturer. 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DODGE DART // DODGE.COM // 800-4ADODGE

2015

DODGE DART





//// MOST TECHNOLOGICALLY ADVANCED CAR IN ITS CLASS<sup>[1]</sup>



Dodge Dart is many things, but boring and basic don't make the list. It might find its home in the compact car segment, but that doesn't mean it's typical of the others that park there. You see, this isn't a one-size-fits-all category car. It's a car that makes category cars nervous. Dart has been engineered with the DNA that comes from the same 100-year bloodline that birthed Challenger and Charger. It has been engineered without compromise and fortified with technology. It's available with envy-inducing features like the class-exclusive<sup>[1]</sup> 8.4-inch touchscreen, leather-trimmed seats and a throaty integrated dual exhaust. And it boasts an interior

that makes plenty of room for everyone and everything, including Dart's cutting-edge reputation. This is the standard to which all others should hold themselves. This is the 2015 Dodge Dart. // Most awarded vehicle in its class<sup>[1]</sup> // Mid-size levels of interior roominess // Class-leading<sup>[1]</sup> 60 safety and security features // Up to 41 mpg highway<sup>[2]</sup> // 184-horsepower 2.4L Tigershark<sup>®</sup> engine standard on SXT, Rallye, Limited and GT // Class-exclusive<sup>[1]</sup> seven-inch reconfigurable digital gauge cluster // Class-exclusive<sup>[1]</sup> 8.4-inch touchscreen // Class-exclusive<sup>[1]</sup> LED racetrack taillamps

<sup>[1]</sup>2014 EPA-estimated 28 mpg city/41 mpg highway. Aero model using 1.4L Turbo engine, premium gasoline and 6-speed manual transmission. Actual mileage may vary. \*A note about this brochure: all disclaimers and disclosures can be found on the back cover.



It's not that Dart is a master of illusion, it's just an all-out master. Ingenious engineering created an interior with an abundance of overall passenger space and interior volume that allow this compact car to be technically classified by the EPA as a mid-size sedan. Available features like the 60/40 split-folding rear seatback with trunk pass-through give weekend warriors the space they need for their oversized gear. Even Dart's cavernous glove box works overtime to provide enough room to secure a laptop or tablet. The bottom line — Dart has serious space for you, your friends and everything needed for a good time.

## STIR THE SENSES.

Outfit Dart with either premium cloth or available supple Nappa leather-trimmed seats with striking accent stitching. Either way, touchpoints are covered in soft materials and tactile grains with sporty pops of color. Available features like Dual-Zone Automatic Temperature Control, ambient lighting, heated seats and heated steering wheel let you create the perfect atmosphere.

Jamming to your favorite tunes has never been easier. The center console is like an entertainment hub with available USB and auxiliary power outlets. The saddle cubbies on the side are perfect for hand-held electronics like your smartphone or MP3 player.

Sometimes it's the simplest things that keep you composed on the daily commute, like caffeine that's easily within reach thanks to perfectly placed cup holders. Opt for available steering wheel-mounted audio controls and there is another reason you'll never want to take your hands off the wheel.





## CAUGHT YOU LOOKING

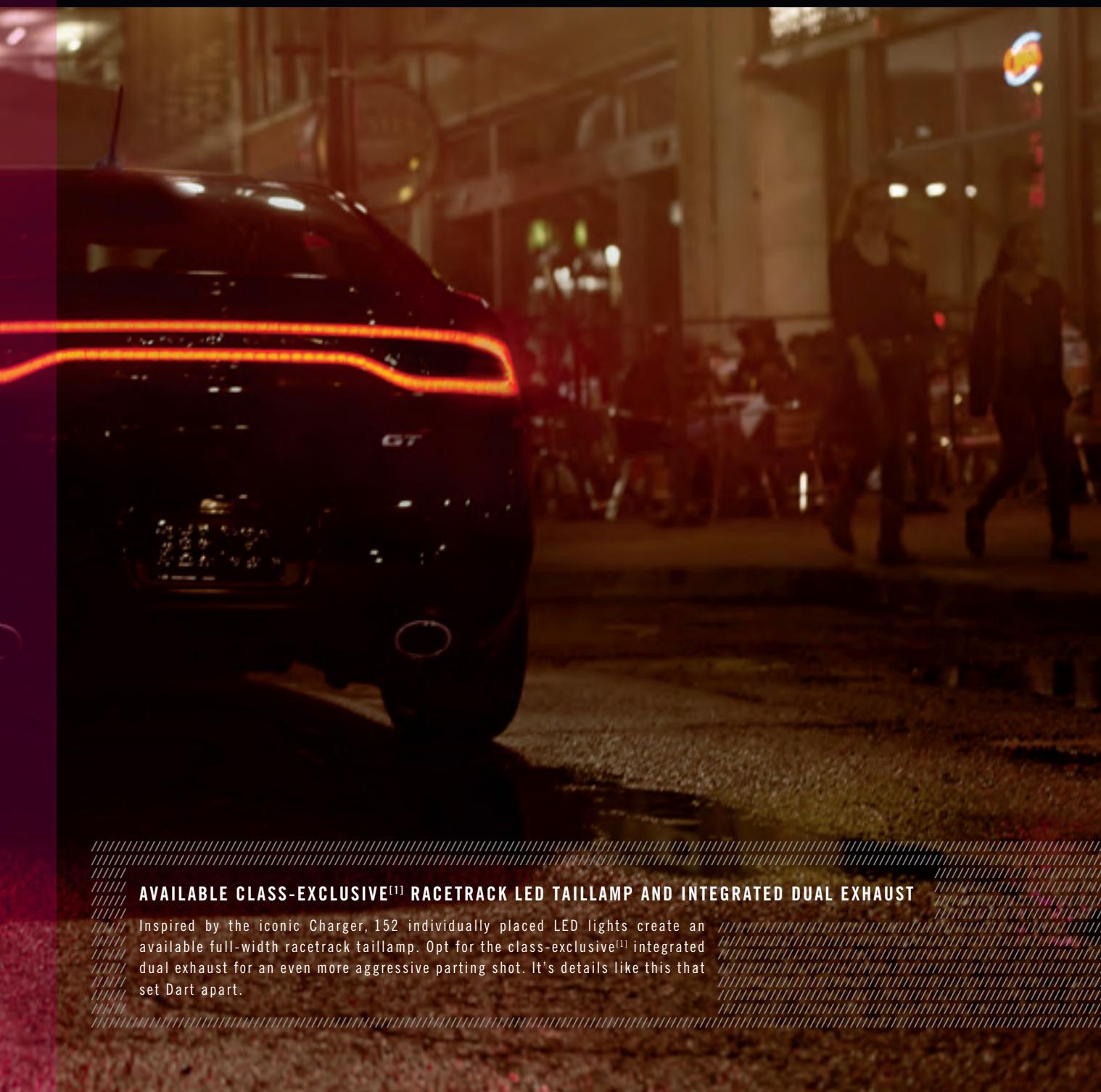
Most compact cars don't get second glances. But most cars aren't Dodge Dart. The unmistakable crosshair grille and aggressive-looking fenders grab your attention. Its full-width mask treatment and broad, low-slung stance give it pure Dodge attitude. An overall premium appearance comes from details like the sleek laser-brazed roof, which also improves aerodynamics, and the dramatic, rounded hood. Slim and modern standard projector headlamps or available projector fog lamps with bright accents give Dart a bold presence. It's a total package that makes Dart's exterior just as potent as its performance.



//// Dart GT shown in Granite Crystal Metallic.

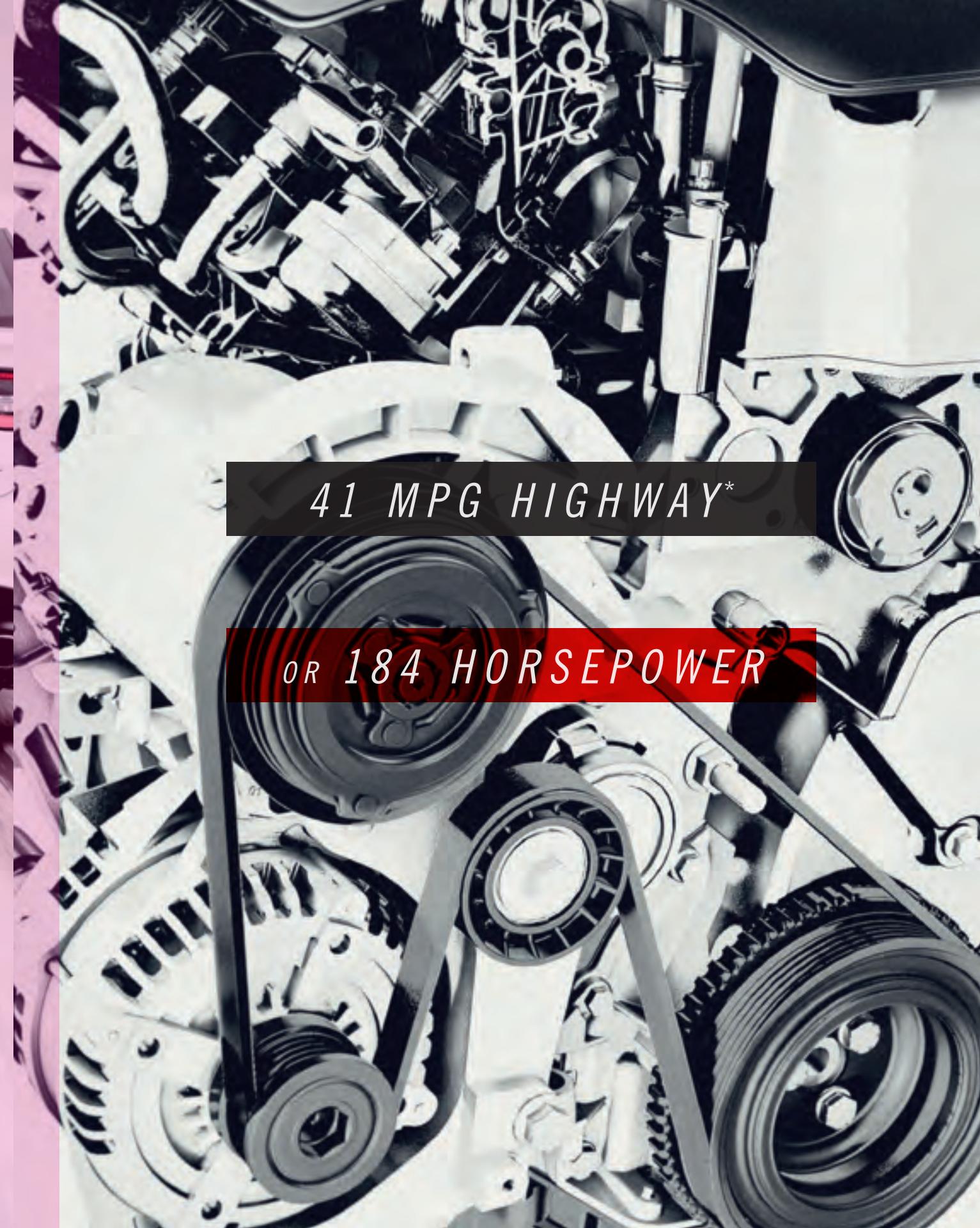
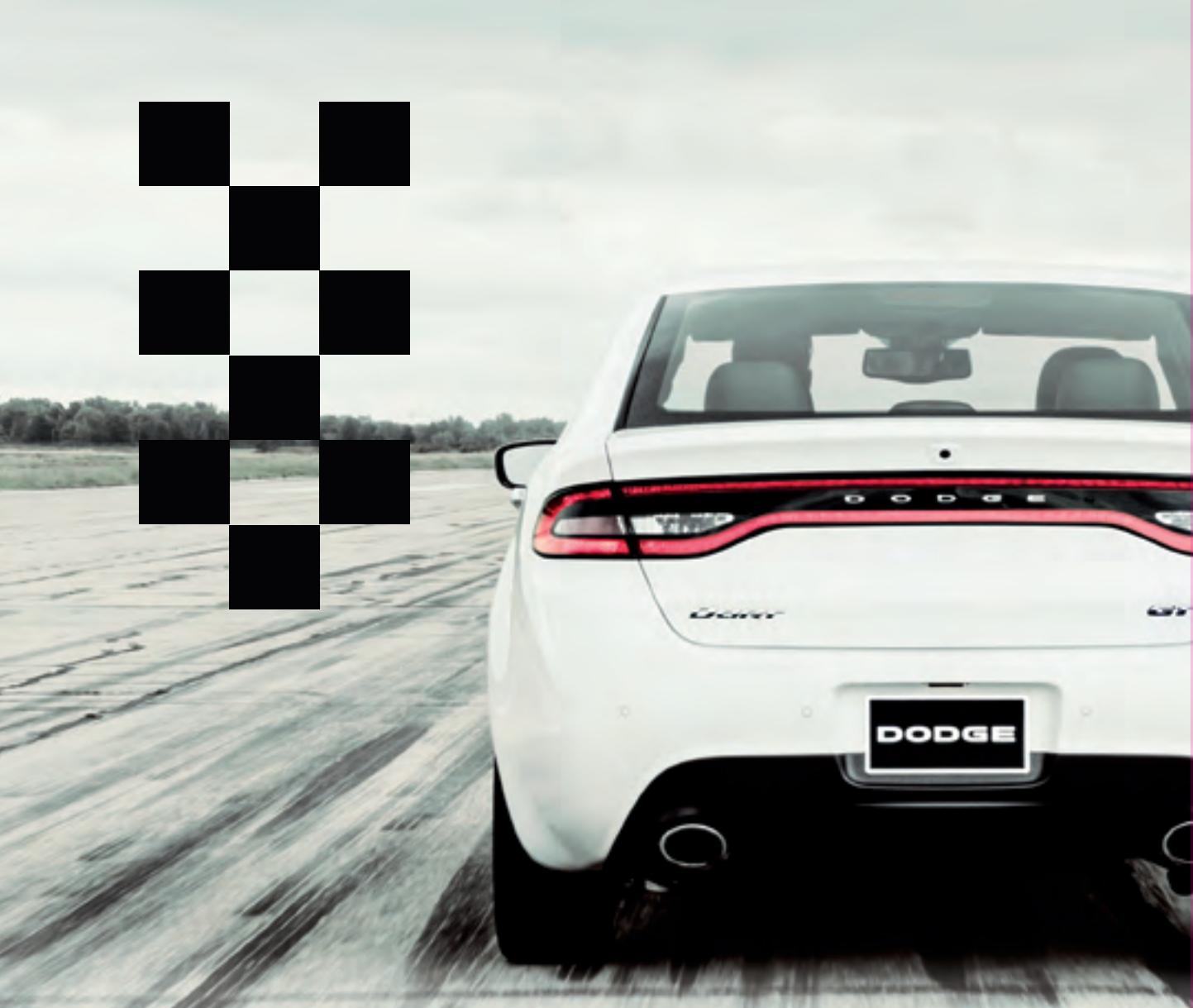


152 LED LIGHTS



AVAILABLE CLASS-EXCLUSIVE<sup>[1]</sup> RACETRACK LED TAILAMP AND INTEGRATED DUAL EXHAUST

Inspired by the iconic Charger, 152 individually placed LED lights create an available full-width racetrack taillamp. Opt for the class-exclusive<sup>[1]</sup> integrated dual exhaust for an even more aggressive parting shot. It's details like this that set Dart apart.



2.0L DOHC 16-VALVE TIGERSHARK® WITH VARIABLE VALVE TIMING (VVT) //// 160 horses and 148 lb-ft of torque work together to bring impressive low- and mid-range torque for greater drivability and overall fuel efficiency.

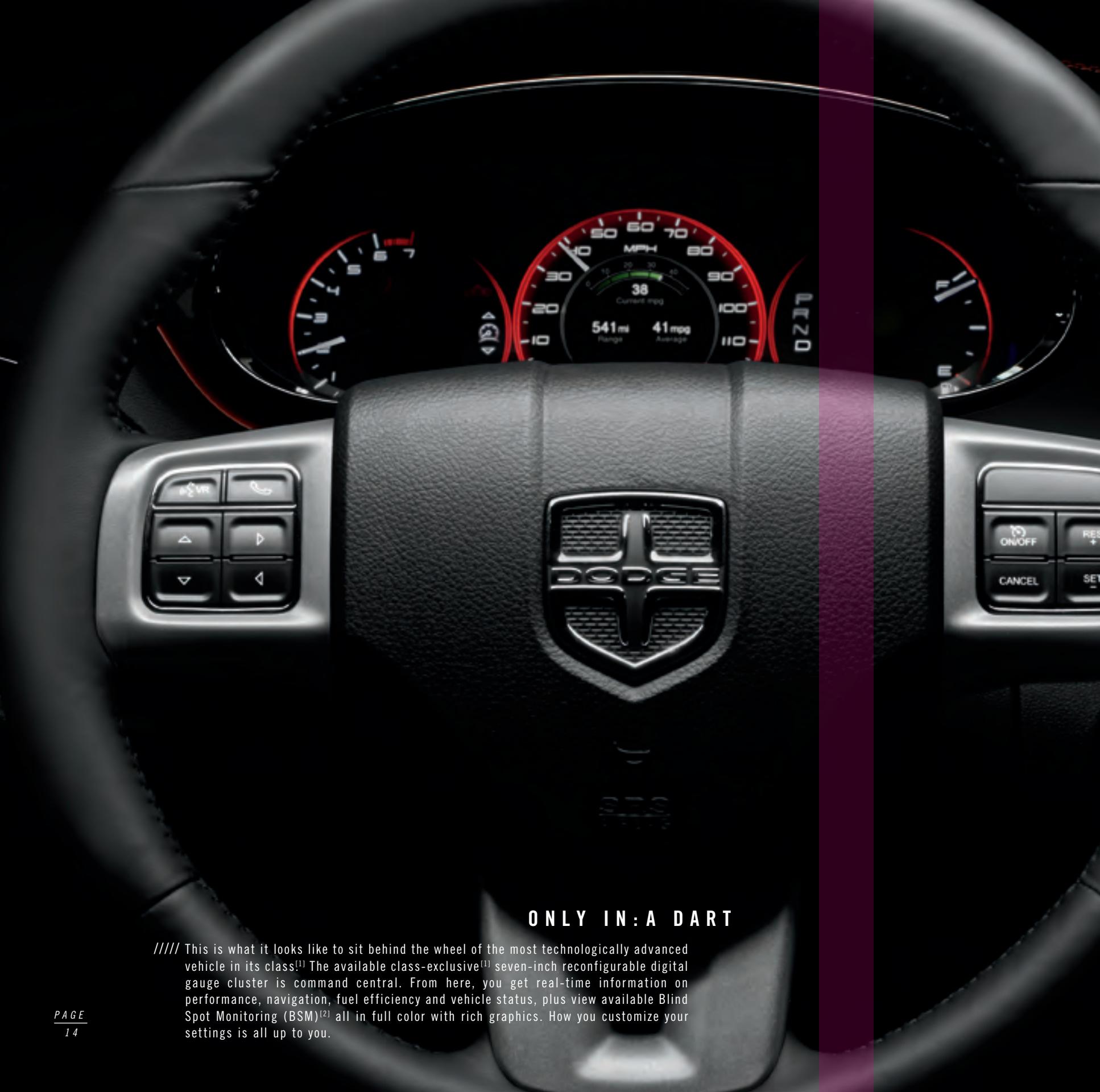
1.4L SOHC 16-VALVE INTERCOOLED TURBO WITH MULTIAIR® //// This powerplant, found in the Aero models, churns out 160 horsepower and 184 lb-ft of torque from 2,500 – 4,000 rpm. The exceptional horsepower-per-liter ratio yields the ultimate combination of power and fuel efficiency, allowing you to cruise confidently with up to 41 mpg highway.\*

2.4L SOHC 16-VALVE TIGERSHARK WITH MULTIAIR2 //// Chrysler and FIAT® technologies combine to bring 184 horsepower and 174 lb-ft of torque to this engine.

Dart's six-speed transmission lineup kicks in just as much capability as its engines. Options include a highly advanced, close-ratio, manual PowerTech automatic that can be mated to the 2.0-liter or 2.4-liter engines, or an advanced Dual Dry Clutch Transmission (DDCT) on the 1.4-liter Turbo.

Dart GT's standard sport-tuned suspension system corners more tightly at higher speeds while frequency-dampening shock absorbers provide highly responsive control as well as a smooth ride.

\*2014 EPA estimated 28 mpg city/41 mpg highway. Aero model using 1.4L Turbo engine, premium gasoline and 6-speed manual transmission. Actual mileage may vary.



## ONLY IN: A DART

//// This is what it looks like to sit behind the wheel of the most technologically advanced vehicle in its class.<sup>[1]</sup> The available class-exclusive<sup>[1]</sup> seven-inch reconfigurable digital gauge cluster is command central. From here, you get real-time information on performance, navigation, fuel efficiency and vehicle status, plus view available Blind Spot Monitoring (BSM)<sup>[2]</sup> all in full color with rich graphics. How you customize your settings is all up to you.

## RECONFIGURABLE DIGITAL GAUGE CLUSTER



//// Track your current and average fuel economy.\*



//// When in Reverse, available sensors detect the presence of objects in the backup pathway.\*



//// View available navigation directions from the center of your cluster.\*



//// Available Blind Spot Monitoring (BSM)<sup>[2]</sup> Radar continually monitors rear vehicle blind zones on either side of the vehicle.\*

\*Screens shown are optional depending on model and package.



//// CRANK THE MUSIC, MAKE A PHONE CALL, GET DIRECTIONS. Engineered with technology, available Uconnect® offerings deliver a range of communication and entertainment services directly to your Dart. From music to travel destinations, there is a host of available convenient, must-have, user-friendly options to choose from. The world is yours to control either through the touchscreen or available Voice Command<sup>[3]</sup> or steering wheel-mounted controls. As large as an available class-exclusive<sup>[11]</sup> 8.4 inches, the touchscreen

features easy-to-navigate icons for radio and SiriusXM® Satellite Radio<sup>[4]</sup> controls, personal devices such as an iPod® or smartphone, climate controls, and available navigation and Bluetooth® compatible phones. Bring along your own tunes via remote USB port with an iPod mobile device control or Bluetooth Wireless Streaming. The USB port can also charge your compatible devices. Available hands-free calling<sup>[3]</sup> can be operated through steering wheel-mounted controls or the touchscreen.

**PHONE** //// Voice-activated communication lets you talk on your Bluetooth® enabled phone nearly hands-free. Up to 1,000 phone address book entries<sup>[5]</sup> are synced every time you get into your Dart.

**WEB**<sup>[6]</sup> //// Put the power of high-speed Internet in your Dart with Mopar® Web. Passengers can use multiple devices at the same time, and there's no need for cell cards or software. Available. Subscription required. Sold separately.

**VOICE COMMAND**<sup>[3]</sup> //// Use your voice to select AM/FM radio stations or SiriusXM® Satellite Radio<sup>[4]</sup> channels, make calls, select navigation directions or record voice memos. English-, French- and Spanish-compatible. Available.

**ENTERTAINMENT** //// Get the sound going via CDs/MP3s and available features like remote USB port, audio jack, hard-disc storage, Voice Command<sup>[3]</sup> SiriusXM Satellite Radio<sup>[4]</sup> (your first year of service is included) and Bluetooth Streaming Audio.

**NAVIGATION** //// Provides enhanced GPS navigation and destination entry via Voice Command<sup>[3]</sup> and SiriusXM Traffic<sup>[4]</sup> for real-time traffic information on the go. Five years of Sirius Traffic<sup>[4]</sup> service are included. Available.

# 60

CLASS-LEADING  
STANDARD / AVAILABLE  
SAFETY & SECURITY FEATURES

1 //// UNSURPASSED<sup>[1]</sup> 10 STANDARD AIR BAGS.<sup>[2]</sup>  
Dual-stage, adaptive-venting frontal air bags, front seat-mounted pelvic and thorax side air bags, rear-seat side-mounted pelvic air bags, front and rear side-curtain air bags, and driver and front-passenger knee bolster air bags are all standard.

5 //// BLIND SPOT MONITORING (BSM)<sup>[2]</sup> AND REAR CROSS-PATH DETECTION.<sup>[8]</sup>  
Radar continually monitors rear vehicle blind zones and visually and audibly alerts the driver when a vehicle is sensed in the zones. When in Reverse, rear sensors warn through a chime if cross-traffic approaches the vehicle. Available.

6 //// SMARTBEAM™ HEADLAMPS.  
This available system automatically switches headlamps from high to low beam and back again when oncoming headlamps, forward-lighting elements or taillamps from the vehicle ahead of yours are sensed. Nighttime driving is also assisted by providing the maximum amount of light possible for any driving scenario.

2 //// PARKSENSE® REAR PARK ASSIST.<sup>[8]</sup>  
When vehicle is in Reverse, these available sensors detect the presence of objects in the backup pathway and provide an audible and visual warning.

3 //// PARKVIEW® REAR BACK-UP CAMERA.<sup>[8]</sup>  
This available system displays an accurate visual reference of what is behind your vehicle when it's in Reverse.

4 //// READY ALERT BRAKING (RAB).  
The system anticipates situations when the driver may initiate an emergency brake stop and uses the Electronic Stability Control (ESC)<sup>[9]</sup> pump to precharge the brake system in order to decrease the time required for full brake application. Standard.

7 //// STANDARD ELECTRONIC STABILITY CONTROL (ESC).<sup>[9]</sup>  
This system is designed to assist drivers in maintaining control of their vehicle during extreme steering maneuvers. ESC<sup>[9]</sup> senses when a vehicle is starting to spin (oversteer) or plow (understeer), and attempts to correct the vehicle's course by automatically controlling the throttle and applying the brakes at individual wheels.

## DART: CHOICES



### DART SE

#### POWERTRAIN

- 2.0L 160-hp Tigershark® 4-cylinder
- 6-speed manual or 6-speed automatic transmission

#### SELECT STANDARD EQUIPMENT

- 16-inch wheel covers
- Low-rolling-resistance tires
- Body-color grille
- Projector headlamps
- LED stop/turn taillamps
- Laminated acoustic windshield
- 6-way driver's seat with height adjuster
- Folding rear seat
- Soft-touch IP
- Premium cluster with tachometer
- Outside temperature display
- Vanity mirrors
- Uconnect® 200 system with AM/FM/CD/MP3 and 4 speakers

#### SELECT OPTIONAL EQUIPMENT

- Convenience Group
- Compact spare tire



### DART AERO

#### POWERTRAIN

- 1.4L 160-hp and 184 lb-ft MultiAir Intercooled Turbo
- 6-speed manual or 6-speed DDCT

#### SELECT STANDARD EQUIPMENT OVER SE

- 16-inch Tech Silver aluminum wheels
- Automatic headlamps
- Body-color power mirrors
- Body-color door handles
- LED racetrack taillamp
- Air conditioning with micron filter
- Power door locks
- Trip computer
- 7-inB2 reconfigurable digital gauge cluster
- Electronic Vehicle Information Center (EVIC)
- Leather-wrapped steering wheel with audio controls
- Cruise control
- 6 speakers
- SiriusXM Satellite Radio<sup>[4]</sup> (with 1-year subscription)
- Uconnect Voice Command<sup>[3]</sup>
- Uconnect 8.4 system with 8.4-inch touchscreen and MP3
- Illuminated instrument panel surround
- iPod Control
- Remote USB port
- Remote keyless entry with panic alarm
- Underbody Aero Kit
- Unique aluminum suspension components
- Active grille shutters
- ParkView Rear Back-Up Camera<sup>[8]</sup>

#### SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, SiriusXM Traffic<sup>[4]</sup> and SiriusXM Travel Link<sup>[11]</sup> (with 5-year subscription), and AM/FM/MP3
- Compact spare tire



### DART SXT

#### POWERTRAIN

- 2.4L 184-hp Tigershark 4-cylinder with MultiAir®2
- 6-speed manual or 6-speed automatic transmission

#### SELECT STANDARD EQUIPMENT OVER SE

- 16-inch aluminum wheels
- Dark-tinted headlamps
- Automatic headlamps
- LED racetrack taillamp
- Body-color door handles
- Power body-color mirrors
- Speed-sensitive power door locks
- Air conditioning with micron filter
- Front-sliding center armrest
- Uconnect Voice Command<sup>[3]</sup> with Bluetooth® Streaming Audio
- Steering wheel-mounted audio controls
- 60/40 split-folding rear seat with trunk pass-through
- Rear armrest with storage and cup holders
- Cruise control
- 6 speakers

#### SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin® Navigation, iPod® Control, remote USB port, SiriusXM® Traffic<sup>[4]</sup> and SiriusXM Travel Link<sup>[11]</sup> (with 5-year subscription), and AM/FM/MP3
- ParkView® Rear Back-Up Camera<sup>[8]</sup>
- Cold Weather Group
- Sun and Sound Group
- Compact spare tire



### DART RALLYE

#### POWERTRAIN

- 2.4L 184-hp Tigershark® 4-cylinder with MultiAir®2
- 6-speed manual or 6-speed automatic transmission

#### SELECT STANDARD EQUIPMENT OVER SXT

- 17-inch Hyper Black aluminum wheels
- Black crosshair with Black mask grille surround
- Projector fog lamps
- Integrated dual exhaust with bright tips
- Rallye badge
- Touring suspension
- Dark headliner
- Sedoso cloth with Light Tungsten accent stitching
- Leather-wrapped steering wheel
- Leather-wrapped shifter (automatic only)
- Accent stitching on IP brow and center armrest

#### SELECT OPTIONAL EQUIPMENT

- Uconnect® 8.4N system with 8.4-inch touchscreen with Garmin® Navigation, iPod® Control, remote USB port, SiriusXM® Traffic<sup>[4]</sup> and SiriusXM Travel Link<sup>[11]</sup> (with 5-year subscription), and AM/FM/MP3
- ParkView® Rear Back-Up Camera<sup>[8]</sup>
- Cold Weather Group
- Sun and Sound Group
- Compact spare tire



### DART BLACKTOP

#### POWERTRAIN

- 2.4L 184-hp Tigershark 4-cylinder with MultiAir2
- 6-speed manual or 6-speed automatic transmission

#### SELECT STANDARD EQUIPMENT OVER RALLYE

- 18-inch Gloss Black aluminum wheels
- Black fog lamp spear and bezel
- Black mirrors

#### SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Traffic<sup>[4]</sup> and SiriusXM Travel Link<sup>[11]</sup> (with 5-year subscription), and AM/FM/MP3
- ParkView Rear Back-Up Camera<sup>[8]</sup>
- Compact spare tire
- Cold Weather Group
- Sun and Sound Group
- Sun and Sound Group



### DART LIMITED

#### POWERTRAIN

- 2.4L 184-hp Tigershark 4-cylinder with MultiAir2
- 6-speed automatic transmission

#### SELECT STANDARD EQUIPMENT OVER SXT

- 17-inch Satin Silver aluminum wheels
- Power, heated mirrors with supplemental signals
- Keyless Enter 'n Go™ with push-button start
- Power 10-way driver's seat
- Unique perforated Nappa leather-trimmed seating with Ruby Red accent stitching
- 7-inch reconfigurable digital gauge cluster
- Ambient LED interior lighting
- Heated front seats and heated steering wheel
- Uconnect 8.4 system with 8.4-inch touchscreen, iPod Control, remote USB port and SiriusXM Satellite Radio<sup>[4]</sup> (with 1-year subscription)
- Illuminated instrument panel surround
- iPod Control
- Remote keyless entry with panic alarm
- Underbody Aero Kit
- Unique aluminum suspension components
- Active grille shutters
- Sport suspension with frequency-sensing dampening shocks
- Unique engine calibration
- Unique performance steering
- Unique 2.4L engine cover
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener
- Leather-wrapped steering wheel with cruise and audio controls
- Unique steering wheel
- Leather-wrapped shifter
- Unique 2.4L engine cover
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener
- Active grille shutters
- Leather-sensitive power locks, express-up/down front windows
- Ambient LED interior lighting
- SiriusXM Satellite Radio<sup>[4]</sup> (with 1-year subscription)
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener
- Active grille shutters
- Speed-sensitive power locks, express-up/down front windows
- Ambient LED interior lighting
- SiriusXM Satellite Radio<sup>[4]</sup> (with 1-year subscription)
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener
- Active grille shutters

#### SELECT OPTIONAL EQUIPMENT

- 18-inch Hyper Black aluminum wheels
- Power sunroof
- Technology Group
- Sun and Sound Group
- 17-inch polished aluminum wheels
- High Intensity Discharge (HID) Bi-xenon headlamps
- Alpine® speakers with subwoofer, surround sound and 506-watt amplifier
- Compact spare tire
- Technology Group

## PACKAGES

**CONVENIENCE GROUP (OPTIONAL ON SE)** — Air conditioning with micron filter, body-color power mirrors, body-color door handles, speed-sensitive power door locks, remote keyless entry, Uconnect hands-free communication with Bluetooth,<sup>[3]</sup> steering wheel-mounted audio controls, remote USB port, cruise control, underbody Aero treatment, active grille shutters

**TECHNOLOGY GROUP (OPTIONAL ON GT AND LIMITED)** — Blind Spot Monitoring (BSM),<sup>[2]</sup> Rear Cross-Path Detection,<sup>[8]</sup> rain-sensitive windshield wipers, High Intensity Discharge (HID) headlamps, ParkSense® Rear Park Assist,<sup>[8]</sup> intrusion alarm, SmartBeam™ headlamps

**SUN AND SOUND GROUP (OPTIONAL ON SXT, RALLYE, BLACKTOP AND GT)** — 9 Alpine speakers with subwoofer and 506-watt amplifier, power sunroof, 8.4-inch touchscreen system, illuminated instrument panel surround, iPod Control, USB port, ParkView Rear Back-Up Camera,<sup>[8]</sup> glove box lamp, SiriusXM Satellite Radio<sup>[4]</sup> (with 1-year subscription)

**COLD WEATHER GROUP (OPTIONAL ON SXT, RALLYE AND BLACKTOP)** — Heated cloth seats, heated mirrors and remote start (automatic only)

## WHEEL CHOICES

- 1 // 16-INCH WHEEL COVER (STANDARD ON SE)
- 2 // 16-INCH ALUMINUM (STANDARD ON SXT)
- 3 // 16-INCH TECH SILVER ALUMINUM (STANDARD ON AERO)
- 4 // 17-INCH HYPER BLACK ALUMINUM (INCLUDED IN RALLYE APPEARANCE GROUP ON SXT)
- 5 // 17-INCH SATIN SILVER ALUMINUM (STANDARD ON LIMITED)
- 6 // 17-INCH POLISHED ALUMINUM (OPTIONAL ON LIMITED)
- 7 // 18-INCH GLOSS BLACK ALUMINUM (INCLUDED IN BLACKTOP PACKAGE ON SXT)
- 8 // 18-INCH SATIN SILVER ALUMINUM (STANDARD ON GT)
- 9 // 18-INCH HYPER BLACK ALUMINUM (OPTIONAL ON GT)



## INTERIOR: CHOICES



1 //// Sedoso cloth in Black with Sport mesh inserts — standard on SE and Aero

2 //// Sedoso cloth in Light Frost with Sport mesh inserts and Pearl accent stitching — standard on SXT

3 //// Sedoso cloth in Black with Sport mesh inserts and Light Tungsten accent stitching — standard on SXT; included in Rallye Appearance Group and Blacktop Package

4 //// Sedoso cloth in Black with Ruby Red Sport mesh inserts with accent stitching — optional on Blacktop Package on SXT



5 //// Nappa perforated embossed leather trim in Black with Ruby Red accent stitching — standard on GT

6 //// Nappa leather trim in Black with Axis perforated inserts and Light Tungsten accent stitching — standard on Limited

7 //// Nappa leather trim in Ceramic White with Axis perforated inserts and Tungsten accent stitching — standard on Limited



COLOR: CHOICES



REDLINE RED 2 COAT PEARL



GRANITE CRYSTAL METALLIC



PASSION RED PEARL



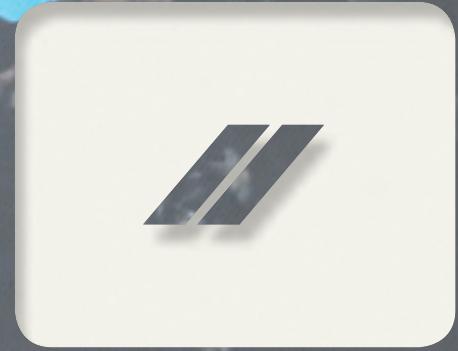
PITCH BLACK



LASER BLUE PEARL



BILLET SILVER METALLIC



BRIGHT WHITE



TRUE BLUE PEARL



VITAMIN C



||||| Dart Blacktop shown in Vitamin C.

BORN // DODGE

||||| We've been making cars for 100 years. We started with two brothers. They tinkered, experimented and sweated the details. They had energy and conviction that were impossible to ignore. They set the standard for us and for those who come after us. Dodge means doing things for a reason and being proud of the things we do. We want people to actually use their car for what the car is built to do. We think the car has been commoditized and that America's drivers have been abandoned. We want to bring back America's passion for driving. We will do this one Dodge at a time. This is what it means to be "Born Dodge".