



2013 MY What's New

2013 DODGE GRAND CARAVAN



2013 DODGE GRAND CARAVAN

Key Messages

- #1 Selling Minivan for over 28 consecutive years
- One of the top 5 selling vehicles in Canada
- Over 60% market share of the Minivan Segment
- Award winning Pentastar™ VVT V6
 - 2011 and 2012 Ward's 10 Best Engines
 - Best-in-Class 283 hp, 260 lb-ft torque; 36 MPG (HWY)
- Best-in-Class Towing 1,633kg (3,600 lb)
- Most Awarded Minivan Ever
- 2012 IIHS Top Safety Pick
- 2012 Consumers Digest Best Buy
- Class-exclusive Super Stow 'n Go® (Available)
- Class-exclusive Super Console (Available)



2013 DODGE GRAND CARAVAN

What's New for 2013 MY

ENTERTAINMENT (late availability, approximately January 2013)

- Blu-Ray DVD Player – Assigned to dual DVD entertainment packages (AT5)– Player can play DVD & Blu-Ray Discs
- Upgraded DVD screens from QVGA to VGA to permit higher resolution screen images (to take advantage of Blu-Ray DVD capability & image quality)
- Rear seat compartment USB ports (2) / HDMI Port – comes with the single & dual DVD entertainment packages
- Revised 115V power inverter – Works with popular gaming systems (Playstation, etc.)

When the new entertainment systems become available the following changes will be made

Single Overhead DVD

- AT4 Replaces AT1

Dual Overhead DVD

- AT5 Replaces AT2

PERFORMANCE

- **Trailer Sway Dampening Feature – Standard on all models**
 - Reduces trailer sway and improves handling in adverse towing conditions caused by crosswinds and traffic.



ALL NEW NO CHARGE OPTIONS WITH SE PLUS GROUP (ALY)

SE Plus Package (ALY)

- 16-inch aluminum wheels (WNF)
- Deep tint sunscreen glass
- Power 2nd Row windows
- Power quarter vented windows
- MSRP - \$1,500



16-inch Aluminum
(WNF)



When you select SE Plus Group (ALY). Add Black Roof rails and Easy Clean Floor Mats at **No Charge**

- Black Roof Rails (MW1)
 - Easy Clean Floor Mats (CL9)
- \$325 Value at No Charge**

NOTE: Black side roof rails (MW1) and Easy clean floor mats also available as stand alone options

NEW PAINT COLOURS



**Maximum Steel Metallic
(PAR)**



**Billet Metallic
(PSC)**

DISCONTINUED PAINT COLOURS



**Copperhead Pearl
(PLB)**



**Bright Silver Metallic
(PS2)**



**Dk. Charcoal Pearl
(PAV)**

NEW INTERIOR COLOUR



Black/Sandstorm

NEW WHEEL



**17-inch Aluminum
SXT Plus (Standard)**

2013 DODGE GRAND CARAVAN

Order Recommendations

DODGE GRAND CARAVAN PRICE CLASS MIX

30%

CVP - RTKH53 (29E)

55%

SXT Stow 'n Go - RTKH53 (29G)

6%

Crew - RTKP53 (29K)

6%

Crew Plus - RTKP53 (29L)

3%

R/T - RTKX53

Select Standard Equipment

3.6L Pentastar V6
Air Conditioning
16-inch steel wheels
2nd Row Bench and 3rd row Stow 'n Go
Power Doors and Windows

Adds from CVP

2nd row Super Stow 'n Go
3rd row Stow 'n Go with tailgate seats
Deep Tint Sunscreen Glass
Body colour mirrors and bodyside moulding
Black side roof rails and Easy Clean Floor mats

Adds from SXT Stow 'n Go

17-inch aluminum wheels
Fog lamps
Super Console
Tri-zone ATC
Eight way power driver seat

Adds from Crew

Leather-faced seats
Heated front seats
6.5-inch touch radio with back-up camera
Power sliding doors and liftgate
SiriusXM with one year subscription

Adds from Crew Plus

17-inch satin carbon wheels
Black leather w/red stitching and black interior
Heated steering wheel and second row seats
Uconnect with Voice Command
Nine Amplified speakers with subwoofer

Order Highlights

N/C Roof rails (MW1) & Floor mats (CL9) with SE Plus Group

Order Highlights

New 17-inch aluminum wheels with SXT Plus Group (AAY)

Order Highlights

Only Grand Caravan with available Dual DVD (AT2), Power 3rd Row (JRJ) and Power Sunroof (GWA)

CVP Order Recommendations

29E + no options
ALY (SE Plus)+ **No Charge** CL9 (Floor Mats) + **No Charge** MW1 (Roof Rails)

SXT Stow 'n Go Order Recommendations

AAY (SXT Plus) + AAA (Climate Group) + AT1 (DVD)
Add desired mix of DVD (AT1), Climate Group (AAA), AAJ (Uconnect Group), Touch radio (RBZ)

Crew Order Recommendations

Driver Convenience Group (AJV)
Add desired mix of DVD (AT1), Electronic Conv Group (AFC), Power Remote Entry Group (AJP)

Crew Plus Order Recommendations

Driver Convenience Group (AJV) + Nav (RHB)
Add desired mix of DVD (AT2), Power Sunroof (GWA)

R/T Order Recommendations

No Charge Driver Conv Group (AJV)+ Security Group (AJB)+ DVD (AT1) + NAV (RHR)

2013 DODGE DURANGO



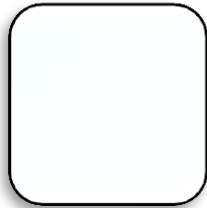
2013 DODGE DURANGO

Key Messages

- Fuel efficient Pentastar 3.6L 24V VVT V6 engine with 290 hp, 260 lb-ft torque; 32 MPG HWY (8.8 L/100 KM)
- 2011 and 2012 *Ward's* '10 Best Engines' winner
- Unsurpassed AWD highway fuel efficiency
- Best-in-Class V6 towing - 2,812 kg (6,200 lb)
- Best-in-Class V6 Driving Range – 1,000+ km on a single tank of fuel
- Active All-Wheel-Drive
- Seven passenger seating
- Premium interior with soft-touch surfaces
- Distinctive bold Dodge design
- "2012 Top Safety Pick" – Insurance Institute for Highway Safety
- Ward's Automotive "10 Best Engines" - 3.6L Pentastar™ V6
- 2012 Best Large Utility from MotorWeek Drivers Choice Awards
- More cargo capacity, power and towing than Ford Explorer



NEW PAINT COLOURS

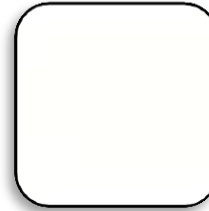


**Bright White
(PW7)**



**Deep Cherry Red
(PW7)**

DISCONTINUED PAINT COLOURS



**Stone White
(PW1)**



**White Gold
(PWL)**



**Deep Molten Red
(PW7)**

- **New optional Rallye Appearance Group on SXT (sales code: AZC)**

R/T look with Black headlamp bezels, body colour wheel lip molding, grille, front/rear fascia. Leather wrapped steering wheel/shift knob, illuminated visor mirrors, Bluetooth streaming audio, rearview auto-dimming mirror with microphone

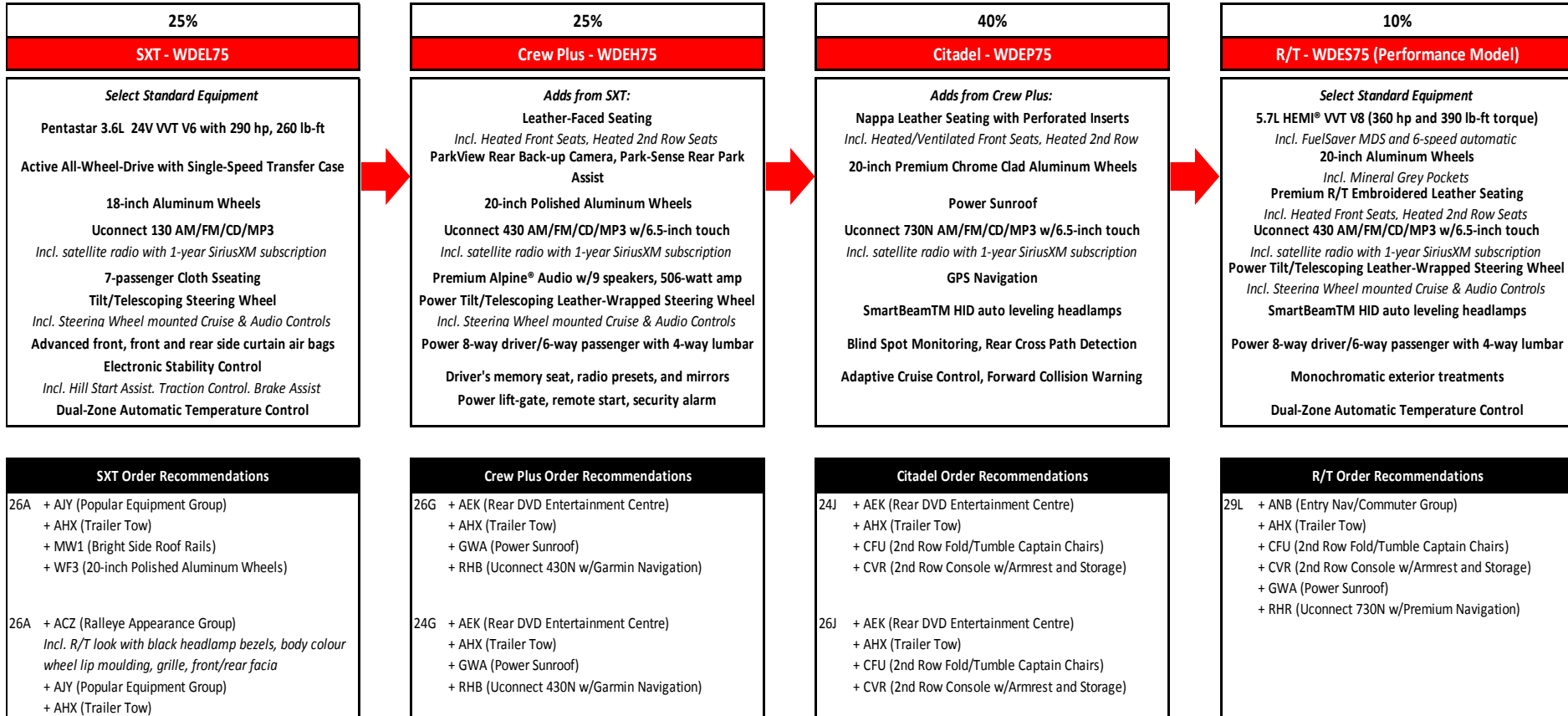
- **New optional Technology Group on R/T (sales code: ADG)**

Includes Forward Collision Warning, Adaptive Speed Control, Blind Spot Monitoring, and Rear Cross Path Detection

- **New Premium Nappa Leather Group on R/T (sales code: AJG) (Late availability)**

Includes Lux leather-faced ventilated bucket seats, leather-wrapped door panel, perforated leather-wrapped heated steering wheel and power 8-way driver with memory

DODGE DURANGO PRICE CLASS MIX



2013 DODGE JOURNEY



2013 DODGE JOURNEY

Key Messages

- #1 Selling Crossover in Canada
- Most affordable mid-size Crossover in Canada
- Lowest priced seven-passenger vehicle in Canada with an automatic transmission
- 2012 Insurance Institute for Highway Safety (IIHS) Top Safety Pick
- Pentastar™ VVT V6
 - Award winning: 2011 and 2012 *Ward's* 10 Best Engines
 - 283 hp, 260 lb-ft torque; 36 MPG (Hwy)
- Awarded Best New SUV-CUV under \$35,000 by the Automobile Journalists Association of Canada (AJAC)
- Largest touch-screen in its class
- Best-in-Class storage
- Class exclusive in-floor storage
- Only vehicle in its class to offer choice of:
 - 4- or 6-cylinder engine
 - Front- or All-Wheel-Drive
 - Five- or seven-passenger seating



AUTOMOBILE JOURNALISTS
ASSOCIATION OF CANADA



DODGE

2013 DODGE JOURNEY

What's New for 2013 MY

All models:

- Max A/C feature, one button max cold air function
- Electronic Vehicle Information Centre (EVIC) enhancements:
 - Addition of a trip summary screen
 - Instantaneous colour graduated fuel economy bar graph

CVP

- 17-inch Aluminum wheels now standard (WFJ)
- Optional 17-inch Steel wheels with covers (W7A - late availability)

SE PLUS

- No changes

SXT

- 2.4L I-4 now standard
- All new standard 17-inch Tech Silver Aluminum wheels (WFE)

CREW

- Heated steering wheel standard

R/T AWD

- Heated steering wheel standard

NEW WHEELS AND WHEEL COVERS



17-inch Steel
Wheels with Covers
(W7A)
Late Availability



17-inch Tech
Silver Aluminum
(WFE)

NEW PAINT COLOURS



Fathom Blue Pearl
(PPS)



Winter Chill Pearl
(PBA)

DISCONTINUED PAINT COLOURS



Blue Pearl
(PBP)



Blackberry Pearl
(PBV)

R/T RALLYE AWD Enhancements

- leather-faced seats with perforated inserts
- Dimpled leather-wrapped steering wheel with red accent stitching
- Heated steering wheel
- Dimpled leather-wrapped shift knob
- Sport suspension
- Firm feel steering



2013 DODGE JOURNEY

Order Recommendations



CVP

20%

JCDH49

22F

SE PLUS

15%

JCDH49

22G

SXT

20%

JCDP49

22K / 28K
5% / 15%

CREW

10%

JCDP49

28L

R/T AWD

25%

JCES49

28X

R/T RALLYE AWD

10%

JCEX49

28P

Select Standard Equipment

2.4L I-4 with Dual VVT
4-speed automatic transmission
Premium cloth seating
17-inch aluminum wheels - **NEW**
Electronic Stability Control
Uconnect 4.3 with 4.3-inch touch-screen

Adds from CVP

LED taillamps
Cargo compartment cover
Sunscreen glass
Power heated mirrors
Black roof rack with crossbars
Front and rear floor mats

Adds from SE PLUS

17-inch aluminum wheels - **NEW**
Performance front and rear fascias
Power 6-way driver's seat
Fog lamps; Automatic headlamps
Front passenger fold-flat seat with storage
Auto-dimming rearview mirror; 115V outlet

Adds from SXT

3.6L Pentastar VVT V6 with 6-speed transmission
Heated front seats and steering wheel - **NEW**
Dual-zone automatic temperature control
19-inch aluminum wheels
Remote start system

Adds from CREW

All-wheel-drive
Leather-faced seating
Six premium speakers with subwoofer
Performance suspension
R/T badge

Adds from R/T

Monotone exterior
19-inch satin carbon aluminum wheels
Leather faced seating w/perforated inserts - **NEW**
Firm feel steering and sport suspension - **NEW**
Dimpled steering wheel and shift knob - **NEW**
Red accent stitching (steering wheel, doors, seats)

Order Highlights

\$300 savings when ordering WPX + GWG

Order Recommendations

AGV Flexible Seating Group - 15%
CFL Child Booster Seats - 10%
CLE Front and Rear Floor Mats - 65%
RSP Uconnect Voice Command - 30%

Order Recommendations

AGV Flexible Seating Group - 35%
AWX Safe and Sound Group - 10%
CFL Child Booster Seats - 15%
REB Uconnect 4.3S (SiriusXM™) - 35%
RSP Uconnect Voice Command - 75%

Order Recommendations

WPX 19-inch aluminum wheels - 20%
GWG Power Sunroof - 20%
AAC Convenience Group 1 - 50%
AGV Flexible Seating Group - 45%
AHT Trailer Tow Prep Group - 10%
AS4 Navigation and Sound Group - 5%
AV1 Rear Seat Video System - 5%
AWX Safe and Sound Group - 5%
CFL Child Booster Seats - 5%
JPS 6-way Power Passenger Seat - 40%
REB Uconnect 4.3S (SiriusXM™) - 25%
RSP Uconnect Voice Command - 25%

Order Recommendations

AGV Flexible Seating Group - 35%
AHT Trailer Tow Prep Group - 25%
AS4 Navigation and Sound Group - 20%
AV1 Rear Seat Video System - 10%
CFL Child Booster Seats - 5%
GWG Power Sunroof - 35%
RSP Uconnect Voice Command - 95%
WP9 19-inch chrome clad wheels - 55%

Order Recommendations

AGV Flexible Seating Group - 50%
AHT Trailer Tow Prep Group - 40%
AJV Driver Convenience Group - 15%
AS4 Navigation and Sound Group - 40%
AV1 Rear Seat Video System - 15%
CFL Child Booster Seats - 10%
GWG Power Sunroof - 65%
RSP Uconnect Voice Command - 95%
WP9 19-inch chrome clad wheels - 65%

Order Recommendations

AGV Flexible Seating Group - 50%
AHT Trailer Tow Prep Group - 45%
AJV Driver Convenience Group - 15%
AS4 Navigation and Sound Group - 80%
AV1 Rear Seat Video System - 35%
CFL Child Booster Seats - 15%
GWG Power Sunroof - 80%
MW1 Black Roof Rack System - 60%

2013 DODGE CHARGER



2013 DODGE CHARGER

Key Messages

- Iconic styling, astonishing power and efficiency, and a world-class interior at an exceptional value
- Thoroughly modern, heritage inspired styling
- Powerful and efficient
- 3.6L V6 and class exclusive 8-speed automatic transmission
 - Best-in-Class 6.4 L/100 km (44 mpg) hwy
 - 2011 and 2012 *Ward's* "10 Best Engines" winner
 - Best-in-Class AWD fuel economy 35 mpg hwy
- 5.7L V8 HEMI® provides Best-in-Class combination of power and efficiency: 370 hp with 395 lb-ft of torque and up to 35 mpg hwy!
- Charger SRT8® with the 6.4L HEMI V8 provides 470 hp, 470 lb-ft of torque and up to 32 mpg hwy
- Well crafted and spacious interior
- More interior room than Taurus or Maxima
- Safe and connected, featuring more than 65 safety and security features
- 5-star Safety Rating from the National Highway Traffic Safety Administration
- 2012 Insurance Institute for Highway Safety (IIHS) Top Safety Pick



2013 DODGE CHARGER

What's New for 2013 MY

Charger Enforcer

- Vinyl floor now standard

Charger SE

- No changes

Charger SXT

- 20-inch stand alone wheel option (Late availability)
- Rallye group adds body-colour spoiler

Charger SXT Plus

- 20-inch stand alone wheel option (Late availability)
- Rallye group adds body-colour spoiler

Charger R/T

- No changes

Charger R/T Road & Track

- No changes

Charger SRT8

- 19-premium speakers now a no-charge option
- 20-inch black vapour SRT design (WSJ) wheels



NEW PAINT COLOURS



Granite Crystal
Metallic
(PAU)



Billet
Metallic
(PSC)



Jazz Blue
Pearl
(PBX)



Ivory Tri-Coat
Pearl
(PAU)



Copperhead
Pearl
(PSC)

DISCONTINUED PAINT COLOURS



Tungsten
Metallic
(PDM)



Bright Silver
Metallic
(PS2)



Blackberry
Pearl
(PBV)

2013 DODGE CHARGER

What's New for 2013 MY

Charger Blacktop (ADX) –LDDS48 (27H)

- Now boasts 300 hp!
- Body-colour rear spoiler - **NEW**
- Beats_{TM} by Dr. Dre Sound System
- Paddle Shifters
- Sport Mode
- Available in:
 - Redline Tri-Coat Pearl
 - Pitch Black
 - Bright White
 - Granite Crystal Metallic



2013 SRT CHARGER

What's New For 2013 MY



SE

20%

LDDM48

23G / 27G

SXT

40%

LDDS48 / LDES48
40% / 5%

27H

SXT PLUS

15%

LDDS48 / LDES48
5% / 5%

27J

R/T

5%

LDDP48 / LDEP48
2% / 3%

29P

R/T ROAD & TRACK

5%

LDDP48 / LDEP48

29R

Select Standard Equipment

3.6L Pentastar™ VVT V6 with 292 hp
5-speed automatic transmission
Premium cloth seating
17-inch aluminum wheels
Electronic Stability Control
Uconnect 4.3 with 4.3-inch touch screen

Adds from SE

8-speed automatic transmission
18-inch aluminum wheels
Fog lamps
Heated front seats
SiriusXM™ Satellite radio
Uconnect 8.4 with 8.4-inch touch screen

Adds from SXT

Nappa leather-faced seating
Heated front and rear seats
Driver and passenger lower LED lighting
Power driver/passenger seats incl. 4-way lumbar
Security alarm
Heated/cooled front cupholders

Adds from SXT PLUS

5.7L HEMI® VVT V8 with 5-speed automatic
Low beam HID headlamps
Rear body-colour spoiler
Performance suspension
Performance exhaust
Front overhead LED lighting

Adds from R/T

Premium Nappa leather-faced seating
20-inch chrome clad wheels
Heated and ventilated front seats
Power tilt/telescopic steering wheel
Driver memory: radio presets, pedals, mirrors, seat
Steering wheel mounted paddle shifters

Order Recommendations

AAJ Connectivity Group - 40%
REB Uconnect 4.3 (SiriusXM Satellite radio) - 40%

Order Recommendations

ADX Blacktop Package - 10%
AJG Driver Confidence Group - 5%
ASC Rallye Group - 5%
GWA Power Sunroof - 95%
MXX Rear body-colour spoiler - 20%
WPL 18-inch chrome clad wheel - 10%
WPX 20-inch aluminum wheel - 10% - **NEW**

Order Recommendations

ADX Blacktop Package - 40%
AJG Driver Confidence Group - 15%
AJV Driver Convenience Group - 55%
AL4 Adaptive Cruise Control - 15%
AMN Navigation/Rear Back-up Camera - 40%
ASC Rallye Group - 30%
GWA Power Sunroof - 90%
MXX Rear body-colour spoiler - 55%
WPL 18-inch chrome clad wheel - 30%
WPX 20-inch aluminum wheel - 30% - **NEW**

Order Recommendations

AA5 Beats by Dr. Dre System - 20% - **NEW**
AJG Driver Confidence Group - 25%
AJV Driver Convenience Group - 25%
AL4 Adaptive Cruise Control - 50%
AMN Navigation/Rear Back-up Camera - 75%
GWA Power Sunroof - 90%
WPX 20-inch chrome clad aluminum wheel - 60%

Order Recommendations

AA5 Beats Audio - 20%
AJG Driver Confidence Group - 70%
AL4 Adaptive Cruise Control - 60%
AMN Navigation/Rear Back-up Camera - 85%
AWD Super Track Pak - 60%
GWA Power Sunroof - 90%
WPX 20-inch aluminum wheels - 70%

Note: Charger SRT8 is 15% of the overall Charger mix



2013 DODGE CHALLENGER

CHALLENGER



Legendary muscle car made modern

- Classic muscle car styling wrapped around latest technology
- Choice of three powerful and efficient powertrains:
 - Award winning 3.6L Pentastar™ VVT V6 provides 305 hp, 268 lb-ft of torque and up to 39 MPG HWY (7.3 L/100 KM)
 - 5.7L V8 HEMI® provides 379 hp, 410 lb-ft of torque and up to 35 MPG HWY (8.0 L/100 KM)
 - 392 SRT® HEMI provides 470 hp, 470 lb-ft of torque and up to 32 MPG HWY (8.7 L/100 KM)
- Class Exclusive five-passenger muscle car
- More interior and trunk room than Mustang or Camaro
- Unmatched personalization options – side stripes, hood stripes, fender stripes, nostalgic paint colours, and wheel choices
- Rallye Redline provides classic muscle car appearance, unique 20-inch Black Chrome wheels with Radar Red accent and Red centre stripe, with a powerfully efficient 305 hp 3.6L V6
- Winner of the 2011 Model Year *Polk® Automotive* Loyalty Award for the Sports Car Category – **2nd Year!**
- 2012 Shopper's Choice Award – Cars.com



2013 DODGE CHALLENGER

What's New for 2013 MY

Added Safety for 2013 MY and the new Rallye Redline Appearance Group joins the Challenger lineup!

SXT

- Available Park-Sense® Rear Park Assist System (XAA)

SXT PLUS

- Standard Park-Sense Rear Park Assist System (XAA)
- Available Radar Red Leather-faced seating

R/T and R/T CLASSIC

- Standard Park-Sense Rear Park Assist
- Available Radar Red leather-faced seating



INTERIOR OPTIONS

Cloth



Dark Slate Grey (L7DV)
SXT

Leather-faced



Dark Slate Grey (RLDV)
SXT Plus, Rallye Redline, R/T , and R/T Classic



NEW Radar Red (RLDR)
SXT Plus, Rallye Redline, R/T, and R/T Classic

DODGE

2013 DODGE CHALLENGER

What's New for 2013 MY

RALLYE REDLINE – 26H (LCDH22)

- Red “hood to tail” centre stripe
- Unique 20-inch Black Chrome Clad wheels with Radar Red accent; P245/45R20 BSW AS performance tires
- Performance steering, brakes, and suspension
- Steering wheel mounted paddle shifters
- 3.06 rear axle ratio; 215 mm rear axle
- Rear body-colour spoiler
- Sport mode
- Choice of:
 - Dark Slate Grey leather-faced seats
 - Radar Red leather-faced seats



DODGE

2013 DODGE CHALLENGER

What's New for 2013 MY

NEW PAINT COLOURS



Granite Crystal
Metallic
(PAU)



Billet
Metallic
(PSC)



Jazz Blue
Pearl
(PBX)



Phantom Black
Tri-Coat Pearl
(PXT)

DISCONTINUED PAINT COLOURS



Tungsten
Metallic
(PDM)



Bright Silver
Metallic
(PS2)



Blackberry
Pearl
(PBV)



Header Orange
(PL4)



2013 DODGE CHALLENGER

Order Recommendations



CHALLENGER PRICE CLASS MIX

SXT

5%
LCDH22
26E

SXT PLUS

25%
LCDH22
26G

RALLYE REDLINE

10%
LCDH22
26H

R/T

5%
LCDP22
27I / 28J
35% / 65%

R/T CLASSIC

25%
LCDP22
27M / 28M
20% / 80%

Select Standard Equipment

3.6L Pentastar™ VVT V6 with 305 hp
5-speed automatic transmission
Premium cloth seating
18-inch aluminum wheels
Electronic Stability Control
Air conditioning with automatic temperature cont.

Adds from SXT

Leather-faced seating
Heated front seats
Park-Sense® Rear Park Assist - NEW
Six Boston Acoustics® speakers with 276-watt amp.
SiriusXM™ Satellite radio
Uconnect Voice Command with Bluetooth Audio

Adds from SXT PLUS

Unique 20-inch Black Chrome Clad wheels with Radar Red lip; P245/45R20 BSW AS performance
Performance steering, brakes, and suspension
Steering wheel paddle shifters; Sport mode
3.06 rear axle ratio; 215 mm rear axle
Rear body-colour spoiler

Adds from SXT PLUS

5.7L HEMI® VVT V8 with 5-speed automatic
20-inch chrome clad
P245/45R20 BSW AS Performance tires
Performance steering, brakes, and suspension
3.06 rear axle ratio; 215 mm rear axle
Rear body-colour spoiler

Adds from R/T

Dual Black R/T Classic bodyside stripes
20-inch polished aluminum wheels
HID headlamps
Functional hood scoop
Classic Challenger Script badge

Order Recommendations

AAX Sound Group - 20%
RSC SiriusXM™ Satellite radio - 65%
RSP Uconnect Voice Command with Bluetooth - 60%
XAA Park-Sense Rear Park Assist® - 25%

Order Recommendations

AFC Electronics Convenience Group - 45%
AGL Super Sport Group - 55%
ATL Sound Group II - 60%
DMP 3.06 Rear Axle Ratio - 55%
GWA Power Sunroof - 60%
RHB Uconnect 430N - 35%
RHR Uconnect 730N - 15%

Order Recommendations

AFC Electronics Convenience Group - 45%
ATL Sound Group II - 60%
GWA Power Sunroof - 60%
RHB Uconnect 430N - 35%
RHR Uconnect 730N - 15%

Order Recommendations

ACX Mopar Interior Appearance Group - 20%
AFC Electronics Convenience Group - 55%
ATL Sound Group II - 65%
AWD Super Track Pak - 60%
DSS Anti-spin Differential - 30%
GWA Power Sunroof - 60%
LMP HID Headlamps - 35%
RHB Uconnect 430N - 35%
RHR Uconnect 730N - 25%

Order Recommendations

ACX Mopar Interior Appearance Group - 10%
AFC Electronics Convenience Group - 80%
ATL Sound Group II - 40%
AWD Super Track Pak - 20%
DSS Anti-spin Differential - 65%
GWA Power Sunroof - 90%
RHB Uconnect 430N - 20%
RHR Uconnect 730N - 15%

Note: Challenger SRT8 392 is 30% of the overall Challenger mix



Challenger SRT8 LDDX48

- 3-mode Adaptive Damping Suspension and Launch Control (late availability).
 - Re-calibration of the Electronic Stability Control
 - Both automatic and manual transmission
 - It allows the average driver to achieve similar performance times (0-100 kph seconds, ¼ mile, etc.) as the experienced driver by minimizing wheel spin at launch
- 20-inch aluminum wheel with black pockets (WPA) now standard
- 20-inch Black Vapour SRT Design wheels (WSJ) now optional
- Leather-faced seating with perforated preferred suede inserts in Radar Red



20-inch aluminum wheel with Black Pockets (WPA)
Standard - **NEW**



20-inch Black Vapour SRT Design (WSJ)
Optional - **NEW**

INTERIOR COLOURS

Dark Slate Grey (ULDV)



Radar Red (ULDR) - **NEW**



2013 DODGE AVENGER



2013 DODGE AVENGER

Key Messages

- Canada's Most Affordable Mid-Size Sedan \$19,995 MSRP
 - Automatic Transmission
 - Power windows and locks with remote keyless entry
 - 17-inch wheels
 - Steering wheel audio controls
 - Six standard air bags
- Canada's Most Affordable V6 Sedan
- Award Winning 3.6L Pentastar™ VVT V6 (available)
 - 2011 and 2012 *Ward's* "10 Best Engines" winner
 - 283 hp
 - 260 lb-ft torque
 - Up to 42 MPG HWY (6.8L/100 KM)
- 2012 IIHS Top Safety Pick
- Premium interior with soft touch surfaces



NEW PAINT COLOURS



**Billet Metallic
(PSC)**



**Crystal Blue Pearl
(PDB)**



**True Blue Pearl
(PBU)**

NEW INTERIOR SEAT COLOURS



**Cloth seat w/leather bolsters
Black
R/T - Optional**



**Cloth seat - Red
SXT - Available as Standard
Seat Choice**

DISCONTINUED PAINT COLOURS



**Copperhead Pearl
(PLB)**



**Bright Silver Metallic
(PS2)**



**Blackberry Pearl
(PBV)**

DODGE AVENGER PRICE CLASS MIX

25%

SE - JSDH41

Select Standard Equipment

2.4L I4 / 4-speed automatic
 Air conditioning
 17-inch wheels
 Power heated exterior mirrors
 Power doors and windows

65%

SXT - JSDE41 (2_U)

Adds from SE

18-inch aluminum wheels
 Heated front seats
 Sirius XM with one year subscription
 Fog lamps
 Power Driver Seat

5%

SXT Plus - JSDE41 (29T)

Adds from SXT

3.6L Pentastar V6
 Leather-faced seats
 Remote start
 Uconnect handsfree with voice command
 Automatic headlamps

5%

R/T - JSDP41

Adds from SXT Plus

18-inch Rallye design wheels
 Perforated leather steering wheel
 6.5-inch touch media centre
 Boston Acoustic speakers
 Black headlamp treatment

Order Highlights

17-inch aluminum wheels (WFJ) discount
 \$395 when ordered with 6-speed auto

Order Highlights

\$455 discount when Sunroof (GWG) +
 Enhanced Nav (RHR) are ordered
 together

SE Order Recommendations

2.4L w/4-speed automatic

24Y Base

2.4L w/6-speed automatic

29Y 17-inch aluminum wheels (WFJ)

SXT Order Recommendations

2.4L w/4-speed automatic

24U

2.4L w/6-speed automatic

29U

3.6L V6 / 6-speed automatic

27U With desired mix of Sunroof (GWG)

SXT Plus Order Recommendations

27T Sunroof (GWG) + 18-inch chrome (WPL)

R/T Order Recommendations

27L AGS (Sun and Nav II)