

DODGE



2013 DODGE CHALLENGER

KEY MESSAGES

- Classic American muscle car
- Most Affordable V8 Muscle Car in America — R/T at \$29,995
- No other car captures the classic muscle car formula as well as Challenger — from its iconic design and countless ways to customize to its powerful HEMI® V8 providing the intoxicating rumble that has been sought after for more than 43-years!
- Perfectly combines fun, nostalgia, and power in one car
- Unmatched personalization options — stripes, colors, and wheels
- Powerful and efficient powertrain lineup
 - 3.6L Pentastar™ V6 — 305 hp & up to 27 mpg
 - 5.7L HEMI® V8 — 375 hp, 410 lb-ft — up to 25 mpg
 - Potent 392 CID SRT® HEMI V8, 470 hp with 470 lb-ft
- 2012 Ward's Automotive "10 Best Engines" — 3.6L Pentastar® V6
- Polk Loyalty Award® — 2011 Sports Car Category — 2nd year!
- Cars.com — Shoppers Favorite Car of the Year

WHAT'S NEW FOR 2013

- ParkSense Rear Park Assist system
 - Standard on SXT Plus, R/T Plus and R/T Classic
 - Available on SXT and R/T
- Rallye Redline with red striping and 20-inch black chrome wheels with Red Backbone
- Redline Red Nappa leather available on R/T Plus and R/T Classic

FEATURES

Interior

- Leather-wrapped steering wheel and shift knob
- Power six-way driver seat with four-way lumbar adjust
- Passenger seat with EZ Entry Function
- Available premium leather interior

Exterior

- Dual exhaust with bright tips
- Bright fuel filler door
- Standard 18-inch aluminum wheels; 20-inch wheels available

Ride & Handling

- Suspension geometry provides balance, cornering, and steering responsiveness

Safety

- Electronic Stability Control with Brake Assist, All-Speed Traction Control, Rain Brake Support, Hill Start Assist, Ready Alert Braking



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SXT — \$25,495†

Selected Standard Equipment:

- 3.6L Pentastar™ VVT V6 (305 hp & 268 lb-ft)
- 5-speed automatic with AutoStick
- 18-inch aluminum wheels
- Dual rear exhaust with bright tips
- Bright fuel filler door
- Twin Hood Scoops
- Premium cloth seating
- Keyless Enter 'n Go with proximity sensor
- Push Button Start, Remote Keyless Entry
- Power 10-way Driver's Seat
- Leather-wrapped tilt/telescoping steering wheel with cruise and audio controls
- Automatic temperature control; Trip Computer
- Power Windows, Locks, and Mirrors
- Media Center 130 with 6-speakers and auxiliary jack
- Active front head restraints⁽³⁾
- Six air bags⁽⁴⁾
- Four-wheel disc antilock brakes
- Electronic Stability Control⁽²⁾ with Hill Start Assist, Ready Alert Braking, All-Speed Traction Control, Brake Assist, and Rain Brake Support

SXT PLUS — \$27,495†

Differences/upgrades vs. SXT

- Premium Nappa Leather Seating
- Heated front seats
- Fog lamps and automatic headlamps
- ParkSense Rear Park Assist
- Uconnect™ hands free phone⁽¹⁾
- Rearview auto-dimming mirror with microphone
- 6 Boston Acoustic® speakers w/ 276-watt amplifier
- SiriusXM® Satellite Radio w/ one year subscription⁽⁵⁾
- Sun visor with illuminated vanity mirrors

RALLYE REDLINE — \$29,395†

Differences/upgrades vs. SXT Plus

- Red center hood-to-tail stripe
- 20-inch black chrome wheels with red backbone
- Super Sport Group (Rear spoiler, steering wheel mounted paddle shifters, performance steering, suspension and brakes)

R/T — \$29,995†

Differences/upgrades vs. SXT:

- 5.7L HEMI® VVT V8
 - 375 hp & 410 lb-ft torque (6-speed manual)
 - 372 hp & 400 lb-ft torque with Fuel Saver Technology (optional 5-speed automatic)
- 6-speed manual transmission
- Bright pedals
- Performance steering and suspension
- Rear body color spoiler
- Fog lamps
- SiriusXM® Satellite Radio w/1 year subscription⁽⁵⁾
- Uconnect™ Voice Command with Bluetooth®

R/T PLUS — \$31,995†

Differences/upgrades vs. R/T:

- Premium Nappa leather seating
- Heated Front Seats
- 6 Boston Acoustic Speakers w/276 watt Amplifier
- Power Heated Mirrors
- ParkSense Rear Park Assist
- Security Alarm
- Temperature & Compass Gauge
- Tire Pressure Monitoring System
- Universal Garage Door Opener

R/T CLASSIC — \$33,995†

Differences/upgrades vs. R/T Plus:

- 20-inch 'Envy' Aluminum Wheels
- Performance Tires
- Functional Hood Scoop
- Dual Black or White R/T Side Stripes
- Classic Challenger Script Badging
- Classic R/T Badging
- HID Headlamps
- 3.92 Rear Axle Ratio
- Available Polished/Forged 'Classic' Retro Aluminum Wheels

AVAILABLE OPTIONS

- 5-speed automatic transmission (R/T, R/T Plus, R/T Classic)
- SiriusXM® Satellite Radio with one year subscription (SXT)
- Electronic Convenience Group – Compass/Temperature readout, UGDO, Security Alarm, Tire Pressure Monitor, Remote Start, Heated Mirrors (SXT Plus and R/T)
- Sound Group (SXT)
- Sound Group II (SXT Plus, R/T, R/T Plus, and R/T Classic)
- Premium Audio Group with 900 watt amp and 18 speaker (SXT Plus, R/T Plus, R/T Classic, and SRT8)
- Super Sport Group (SXT Plus)
- HID headlamps (R/T Plus)
- Media Center 730N with Navigation⁽⁷⁾ (SXT Plus, R/T, R/T Plus, R/T Classic and SRT8)
- Mopar® Interior Appearance Group (All models)
- Mopar® Exterior Appearance Group (R/T and R/T Plus)
- Power sunroof (SXT Plus, R/T, R/T Plus, R/T Classic and SRT8)
- Super Track Pak (R/T, R/T Plus and R/T Classic)
- 20-inch aluminum wheels (SRT8; available in packages on SXT PLUS, R/T, R/T PLUS)
- Multiple stripe packages available
- ParkSense Rear Park Assist (SXT and R/T)

AWARDS



FUEL ECONOMY

Fuel Economy (MPG)	CityHighway	
3.6L Pentastar w/ 5-speed automatic	18	27
5.7L HEMI VVT V8 w/ 5-speed automatic	16	25
5.7L HEMI VVT V8 w/ 6-speed manual	15	23
6.4L SRT HEMI V8 w/ 5-speed automatic	14	23
6.4L SRT HEMI V8 w/ 6-speed manual	14	23

(1) Must use Bluetooth® compatible phone. (2) No system, no matter how sophisticated, can repeal 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 (3) Always sit properly with the head restraint properly adjusted. Never place anything in front of the head restraint. (4) Always use seat belts. Children 12 and under should always be in a back seat correctly using an infant or child restraint system, or the seat belt properly positioned, dependent on the child's age and weight. (5) Requires SIRIUS Radio. Subscriptions governed by SIRIUS Terms and Conditions available at siriusxm.com (6) Always check entire surroundings visually before backing up. (7) GPS mapping may not be detailed in all areas or reflect current road regulations. Navigation function uses part of the 30GB HD capacity. (8) According to Polk's analysis of the Sports Car segment in the 2011 model year, Dodge Challenger ranked highest by having the greatest percentage of owners in the U.S. return to purchase or lease another Dodge Challenger. †Prices as shown are MSRP. Excludes freight, tax, insurance, registration, license, retailer administration fees. Information is accurate at time of printing and subject to change without notice. Visit www.dodge.com for further details.