

**2013 DODGE DART
PRODUCT & PRICING UPDATE**

ALL-NEW 2013
DART



Dodge Dart Overview

// Dart Fever

3



// Dart Highlights

9



// Powertrains & Fuel Economy

22



// Dart Product Plan / Pricing

27



// Competitive Positioning

39



// Opportunity

49



Note: these
are active
links you can
click on

- // **“Most Significant Vehicle of the Show” – Autoweek Editors**
- // **“Smash Hit of the Show” – Motor Trend Magazine**
- // **“Must See of the Show” – Automobile Magazine**
- // **“12 Cars we can’t wait to drive” – MSN Autos**
- // **#1 Trending – Bing.com & #3 Trending – Yahoo.com**
- // **“... it looks smoking hot” Detroit Free Press**

Detroit Free Press

- // **“Head-Turners at the Detroit Auto Show – Dodge Dart”**

Cover of USA Today

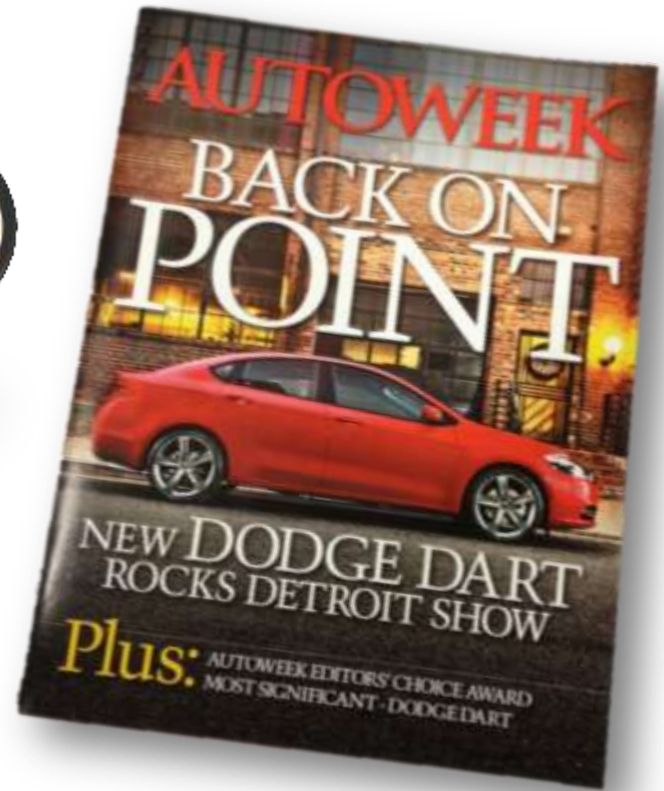
- // **“The Dart succeeds because it starts with a widened and lengthened Giulietta platform, and adds a body so voluptuous even an Italian might blush.”**

New York Times

- // **Detroit Auto Show – Show Stoppers ... 2013 Dodge Dart”**

Motor Trend

- // **“This isn’t your grandfathers’s Dart, or your father’s, or even your brother’s. What you see here is actually a stretched and restyled Alfa Romeo Giulietta, a vehicle that competes with the likes of BMW and Mercedes in Europe.”**



2013 Dodge Dart

Motor Trend – “Smash Hit of the Show”

- //** *The buzz on Dodge’s new C-segment player was humongous. More than two hours after its introduction, the stage was still jam packed with photographers, onlookers and other manufacturers all trying to have a look at the good looking Dodge Dart.*
- //** *First of all, it’s an Alfa Romeo*
- //** *... there’s the fact that you can have the Dart how you want it with 5 trim levels, 3 engine choices and three transmission including a dual-clutch.*
- //** *Let’s not overlook the segment leading/busting touch screen and TFT info screen between the speedo and tach.*
- //** *... the little Dodge seems to be dripping with features.*
- //** *Also, the Dart’s rear seat feels like it might be the best in class.*
- //** *And it’s a good looking car, even in non-R/T trim.*
- //** *Last but not least is price, which starts at \$15,995*



12 Cars We Can't Wait to Drive – MSN Autos**// 2013 Dodge Dart**

// *It's not too often we look forward to driving a mass-market compact car. They're usually pretty vanilla. The 2013 Dodge Dart is a clear exception to that rule.*

// *With its Alfa Romeo Giulietta roots and extensive use of high-strength steel, the Dart should have a nimble European driving character. We want to see how much Chrysler Group has improved the 2.0- and 2.4-liter 4-cylinder engines, and we are intrigued by the new turbocharged 1.4-liter four sourced from Fiat. Perhaps most impressive, though, is the interior. With extensive use of soft-touch materials, the Dart's cabin looks worthy of a luxury car.*



In March & April, over 150 US journalists have had the opportunity to drive the all-new Dart as part of their initial driving impressions. The result? Dart Fever!

- //** *“Sitting in the mid-level \$18,995 Rallye with fingers wrapped around the leather wheel, I thought of the Honda Civic and how this domestic was about to eat a good share of its pie. And that was before I actually drove it, and discovered it may devour the entire pie.” – Road & Track*
- //** *“Sexy, refined, well-equipped, sporty. Time for rivals to sweat.” – USA Today*
- //** *“The Dart stands out in a segment desperate for a standout.” – Motor Trend*
- //** *“Beyond the nuts and bolts, tempting spoiled customers with long goody lists of safety, entertainment and communication features is compulsory. To fulfill that obligation, every Dart has 10 air bags – 3 more than a Mercedes C-Class and four more than an Audi A4. Everything we’ve learned about the Dodge Dart convinces us it’s sailing straight and true to a bull’s-eye landing.” – Car & Driver*
- //** *“It’s stylish, fun-to-drive, offers some pioneering features for the segment and is competitively priced. From the car’s roominess inside to its strong Dodge design roots, the Dart is a breath of fresh air in a compact segment that threatens to become even more beige than it has been.” – The Car Connection*
- //** *“Dart is a high value compact sedan that looks, feels and drives every bit a class – or two – above the compact segment leaders.” – Left Lane News*
- //** *“The fuel economy figures of the 2013 Dart ... afford the Dart bragging rights over the Focus, Cruze and the Corolla... in addition to offering better fuel economy than the competition around the C-segment sedan class, the 2013 Dodge Dart also offers more power than any of the comparable sedans in the class.” – Torque News*

In March & April, over 150 US journalists have had the opportunity to drive the all-new Dart as part of their initial driving impressions. The result? Dart Fever!

- // “It’s a great looking compact... the Dart takes it to a whole new level.” – Kelley Blue Book**
- // “The 2013 Dart is an athletic, refined and highly customizable sedan... The brand set its sights on the class leaders and it hit the bulls-eye.” – Cars.com**
- // “... after spending an afternoon in the Dart, it’s clear Dodge has a driver’s car in this segment once again. Even on rain-soaked twisty back roads of northern California, the handsome Dart was well composed.” – Popular Mechanics**
- // “... with its bold styling, including the 152-LED ‘racetrack’ taillights taken from the Dodge Charger, a sport-tuned suspension and an interior unlike that of other compacts in the market, the Dart stands out in a crowded field. If you are in the market for a compact car, you certainly need to take a look at the 2013 Dodge Dart, as it takes a back seat to no one in the segment. With an attractive base price, oodles of options and solid EPA numbers, the 2013 Dart should be a solid hit.” – Autoweek**
- // “It looks great, is priced aggressively, stacks up nicely in terms of power and efficiency and offers a whole slew of premium options. Beyond that, the Dart handles; it has mojo. The Alfa Romeo Giulietta DNA that went into it has emerged intact...” – Edmunds Inside Line**
- // “The new Dart is a pleasure to drive... Another area the Dart impressed us was in power and handling compared to its rivals. This Dart is the BMW of that crowd... You get a lot for the money on Dart. If you’re in the market for something fresh and a great value for the money, look no further than the all-new Dart. Best bang for the buck, killer LED Charger-like rear, Best color choices / configurations, Italian Alfa DNA” – Autospies.com**

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- // Groundbreaking car that Breaks the Mold in a heavily commoditized segment ...**
- // Brings Fun Back to Driving by blending Alfa Romeo DNA and Dodge's passion for performance**
- // Unmistakable Style**
- // 3 technologically advanced, fuel-efficient and powerful engines:
 - // 2.0L Tigershark**
 - // 1.4L Intercooled Turbo with MultiAir**
 - // 2.4L Tigershark with MultiAir II****
- // Segment-leading levels of interior roominess**
- // Hidden Storage – iPad in Glovebox; In-seat storage**
- // Class-leading 60 safety features including 10 air bags, blind spot monitoring and class-exclusive Rear Cross Path Detection.**
- // Exceptional Value**



DART

Unmistakable Style

- // Class-Exclusive Integrated Dual Exhaust***
- // Class-Exclusive LED Racetrack Taillamps***
- // Class-Exclusive Hyper Black & Polished Wheels***



DODGE 

DART

***Class Exclusive 8.4-inch Touch Screen
7-inch TFT, Floating Island Bezel & Heated Steering Wheel***



DODGE

DART

Hidden & Thoughtful Touches



DODGE

DART

Best-in-Class Refinement

Soft-touch surfaces, Premium Nappa Leather



DODGE

DART

Class-Leading 60 Safety & Security Features

Unsurpassed 10 Standard Airbags

Class Exclusive Standard 4-wheel Disc ABS with Electronic Stability Program

Class-Exclusive Rear Cross Path Detection

Blind Spot Monitoring

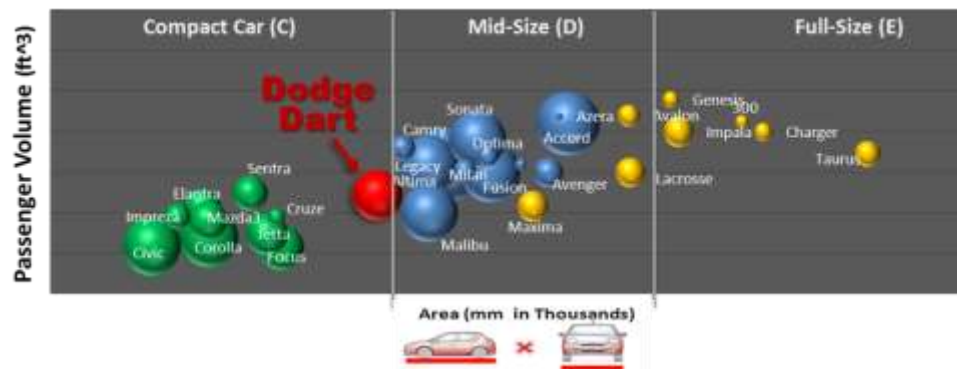
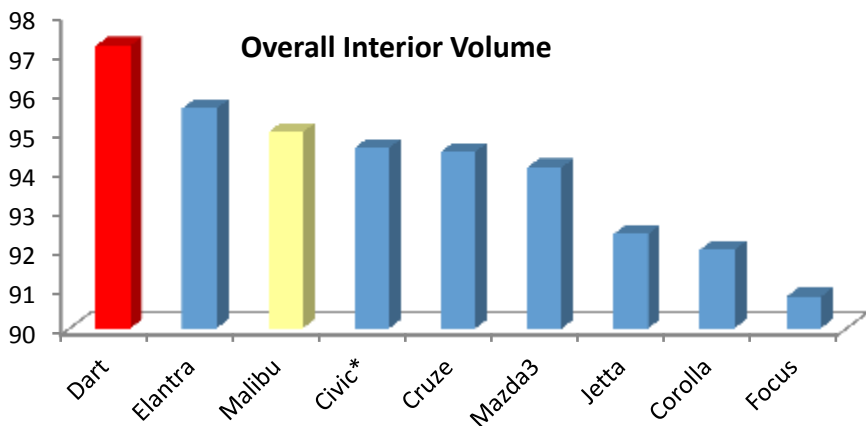
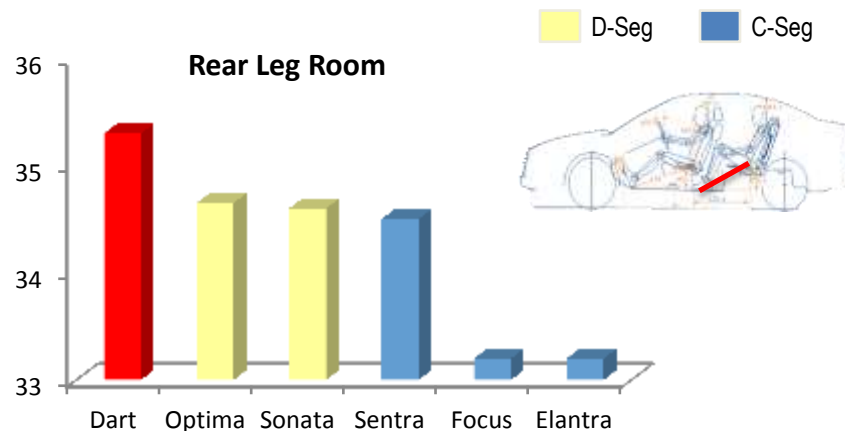


DODGE

Mid-Size Interior Room ... Compact Fuel Economy & Pricing

Best-in-Class Shoulder & Hip Room

More Rear Seat Legroom & Overall Interior Room than some Mid-Size Cars!



Bringing Customization Back to the Compact Car Class!

Blue Streak



Redline Red



Maximum Steel



Laguna Blue



Header Orange



Pitch Black



Winter Chill



Citrus Peel



Tungsten



True Blue



Bright White



Bright Silver



16"

WHEELCOVER



17"

ALUMINUM



18"

ALUMINUM



17" HYPERBLACK
ALUMINUM



17" POLISHED
ALUMINUM



18" HYPERBLACK
ALUMINUM

SE

SXT

RALLYE LIMITED

R/T



DART



FOCUS



CRUZE



Bringing "Power to the People" through Customization

Available accessories:

150+



48



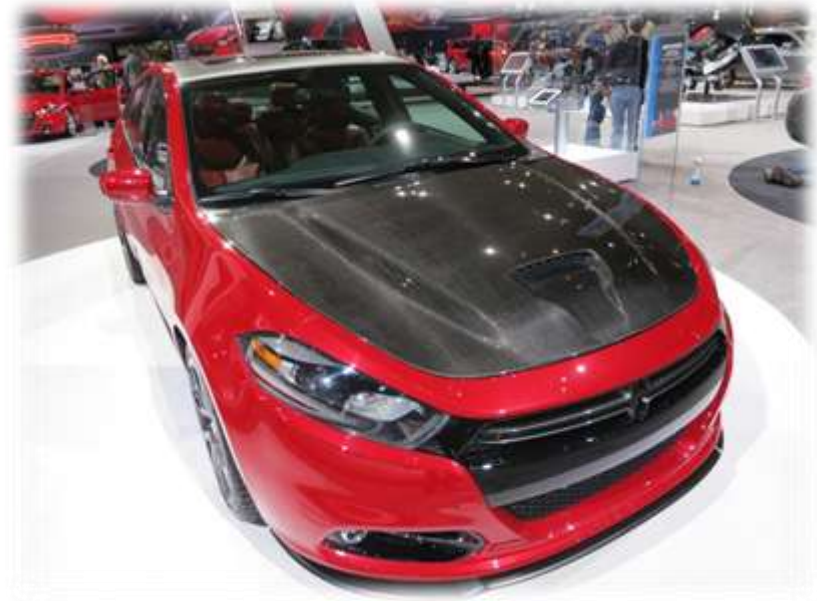
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Customization Options – Consumer Reaction:

“Finally....more than grey or dark grey.... We have been waiting for this moment a long time. I, as a consumer want to be able to customize my vehicle to my tastes... If done correctly it can mean the difference between a person buying that car or going to the competition. I think DODGE hit a HOME RUN with this thinking...Funny how VW, Toyota, and Honda Products are all getting panned for feeling CHEAP..., hard plastic, bad driving dynamics, content being removed to save money... This car has the look, the feel, the driving dynamics that will BENCHMARK this segment for the next few years.”

I think you guys did an amazing job on this car. The fact that you can have options, but still have a manual transmission is a great feature!! I can't wait to check it out in Detroit next weekend when I go.



*The fact that I can get the Dart the way I want it is *exactly* why I'll be driving it first before even considering the Focus or Cruze. Or anything else. Well done, guys. :-)*



DART

SPLASHES OF COLOR IN A SEA OF BEIGE AND GRAY

Honda Civic



Gray, Stone, Beige



DART

Hyundai Elantra



Beige, Gray, Dark Gray



Toyota Corolla



Gray, Beige, Dark Gray



Dart offers color/trim combinations to fit many personalities and lifestyles!

DODGE

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DART

Power to the People



DODGE

DART

BRINGS POWER TO THE PEOPLE



2.0L Tigershark
160 hp & 148 lb-ft
6spd Manual or Auto



1.4L MultiAir Turbo
160 hp & 184 lb-ft
6spd Manual or DDCT



2.4L Tigershark MultiAir
184 hp & 171 lb-ft
6spd Manual or Auto



// More standard HP & Torque than Cruze, Elantra, Corolla, Civic, and Focus



Cruze	Elantra	Corolla	Civic
1.8L	1.8L	1.8L	1.8L
138 hp & 123 lb-ft	148 hp & 131 lb-ft	132 hp & 128 lb-ft	140 hp & 128 lb-ft
1.4L Turbo			2.4L
138 hp & 148 lb-ft			201 hp & 170 lb-ft

DODGE

DART

No Compromises: Powerful and Fuel Efficient Engines



Entry - Manual Transmission

Vehicle	HP	Torque	MPG
Dart	160	148	36
Jetta	115	125	34
Civic	140	128	36
Focus	160	146	36
Cruze	138	123	36
Corolla	132	128	35
Mazda3	148	135	33
Elantra	148	131	40

Premium Engine

Vehicle	HP	Torque	MPG
Dart	160	184	39
Jetta	170	177	33
Civic	201	177	31
Focus	160	146	36
Cruze	138	148	38
Elantra	148	131	40
Mazda3	167	168	29

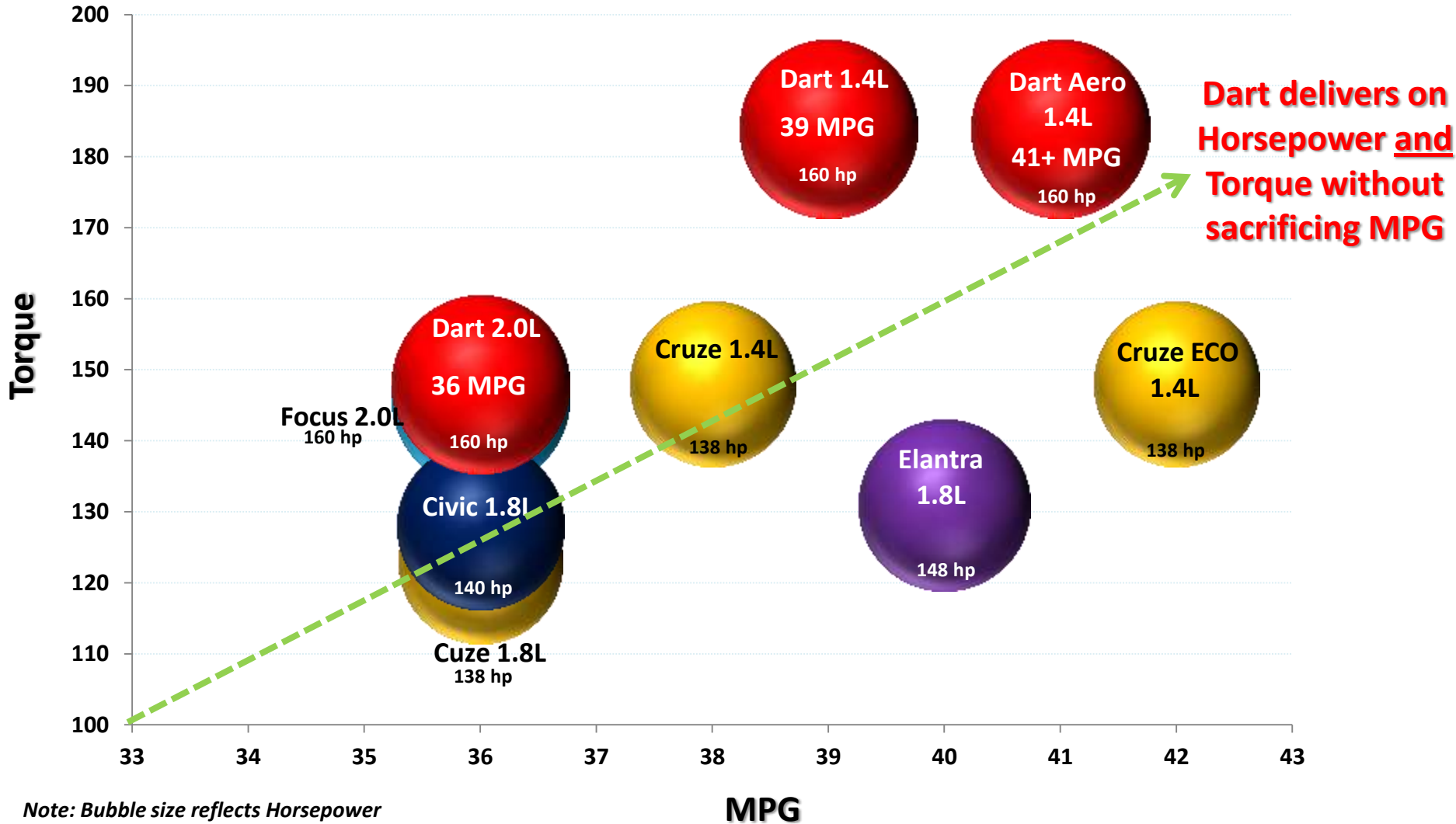
Most Fuel Efficient Powertrain

Vehicle	HP	Torque	MPG
Dart Aero	160	184	41+
Civic HF	110	106	41
Focus SFE	160	146	40
Cruze Eco	138	148	42
Elantra	148	131	40
Mazda3 SA	155	148	40



No Compromises: Powerful and Fuel Efficient Engines

Torque vs. Fuel Economy Dart vs. Competition



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DART

Product Plan & Pricing



DODGE

Product Plan that Brings 'Power to the People'

- Reinforce our Styling & Technology Message by bringing down our key attributes to the velocity price classes ... not just on the top 5-10% of our mix
- Unbundled Options – making it more affordable for customers to get exactly what they want...



DART

Exceptional Value Throughout the Range!



Limited - \$19,995

Adds to SXT:

Unique Bright Grille & Door Handles
8.4-inch Uconnect Touch Screen
7-inch TFT Reconfigurable Display
10-way power driver seat
Cruise, EVIC, Soft-Touch Doors



R/T - \$22,495

Adds to Limited:

2.4L 184 hp Tigershark with MultiAir II
Premium Nappa Leather
Heated Seats & Steering Wheel
18-inch Wheels & Sport Suspension
Integrated dual exhaust, Unique Fascia



SXT - \$17,995

Adds to SE:

17" Aluminum Wheels
Air Conditioning
Power Mirrors, Door Locks & RKE
Body Color Door Handles & Mirrors
60/40 Split Folding Rear Seat



Rallye - \$18,995

Adds to SXT:

Unique Black Fascias & Headlights
Projector Fog Lamps
Integrated Dual Exhaust
Unique Interior with Stripes
Leather Wheel & Shifter w/ Cruise



SE - \$15,995

Select Standard Equipment:

2.0L 160 hp Tigershark w/ 6-spd Manual
10 Airbags - ABS, ESC, 4-wheel Disc
Projector headlamps and LED taillamps
Power Windows
AM/FM CD

Dodge Dart "Aero" details will be announced at a later date and will go into production in Q3 2012. Content will be similar to an SXT, but with a 1.4L MultiAir® Intercooled Turbo as standard equipment, along with low rolling resistance tires, reduced weight and some aero enhancements. All prices exclude \$795 Destination.

DODGE

DART

SE

\$15,995



STANDARD
(Select Equipment)

- 2.0L 160hp Tigershark 4-cyl
- 6-speed Manual
- Power Windows
- Projector Headlamps
- LED Corner Tail lamps
- Soft-Touch Instrument Panel
- 10 Airbags
- Electronic Stability Control
- Brake Assist & Hill Start Assist
- 4-Wheel Disc ABS
- AM / FM / CD / MP3 Radio
- 4 Speakers
- Sun Visors w/ Vanity Mirrors
- Folding Rear Seat



\$995

Air Conditioning
Power Door Locks
Power Mirrors
Remote Keyless Entry

DODGE

DART

SXT

\$17,995



STANDARD
(Adds to SE)

- 17-inch Aluminum Wheels
- Air Conditioning
- Power Mirrors, Door Locks
- Remote Keyless Entry
- Body Color Door Handles & Mirrors
- 60/40 Split Folding Rear Seat
- 6-speakers
- Security Alarm



• First Availability of:

- 1.4L MultiAir Turbo
- 8.4-inch Touch Screen
- Floating Island Bezel
- Navigation
- In-Seat Storage
- 9 Speakers w/ 506 watts



DODGE

DART

RALLYE

\$18,995



STANDARD (Adds to SXT)

- Unique Front Fascia
- Dark Projector Headlamps
- Projector Fog Lamps
- Integrated Dual Exhaust
- Leather-wrapped Steering Wheel
- Leather-wrapped Shifter
- Steering Wheel Audio Controls
- Cruise Control
- Trip Computer

- First Availability of:
 - Hyper Black Wheels



DODGE

DART

LIMITED

\$19,995

STANDARD (Adds to SXT)



- Unique Bright Grille
- Bright Door Handles & Signal Repeater Mirrors
- 8.4-inch Touch Screen & Floating Island Bezel
- 7-inch Reconfigurable TFT Display
- 10-way Power Driver Seat
- Rear Backup Camera & Trip Computer
- Uconnect Hands Free
- Premium Soft-Touch Door Trim
- In-Seat Storage
- Auto Headlamps, Ambient Interior Lighting
- One-Touch Up/Down Windows

- First Availability of:
 - Premium Nappa Leather
 - Heated Steering Wheel & Seats
 - Polished Aluminum Wheels
 - HID
 - Cross-Path Detection, Blind-Spot



DODGE

DART

R/T

\$22,495

STANDARD

(Adds to Limited)

- 2.4L 184 hp Tigershark w/ MultiAir
- Unique Front Fascia
- Hyper Black Grille
- Dark Projector Headlamps
- LED 'Racetrack' Taillamps
- Integrated Dual Exhaust
- 18-inch Aluminum Wheels
- Sport Tuned Suspension
- Unique Nappa Perforated Leather
- Heated Front Seats
- Heated Steering Wheel
- Remote Start
- Dual Zone Automatic Climate Control

- First Availability of:



DODGE

Option Pricing

<u>Feature</u>	<u>MSRP</u>	<u>Competition</u>
• 8.4-inch Touch Screen, FIB, Backup Camera	\$595	\$1,500 - \$4,400 (smaller screen)
• Garmin Navigation, Sirius Travel Link	\$495	\$795 - \$2,300 (w/ packages)
• Polished or Hyper Black Wheels	\$395	\$595 - \$1,890 (w/ packages)
• Alpine 10-speaker Premium Audio w/ 506 watts	\$495	\$995+
• Nappa Leather, Heated Seats & Steering Wheel, ATC	\$995	Up to \$3,400
• Blind Spot, RCP Detection, Keyless Go, SmartBeam	\$995	N/A
• Remote Start, Cruise, Leather wheel, In-seat storage	\$495	\$495 – Remote Start only
• Customized Interior Colors	\$0	\$450+ or N/A



DART

More Wheel For Your Money...



Dart

**\$395
Stand-alone
Option**

RALLYE

LIMITED

R/T



**17" HYPER BLACK
ALUMINUM**



**17" POLISHED
ALUMINUM**



**18" HYPER BLACK
ALUMINUM**



Focus



17" ALUMINUM



**17" POLISHED
ALUMINUM**



18" ALLOY

\$1,395

**Must Have
Sport Package**

\$1,890

**Must Have Sport
Package to upgrade
to Polished wheel**

\$595

Stand-alone

DODGE

Option Pricing

\$15,995

SE

\$17,995

SXT

\$18,995

RALLYE

\$19,995

LIMITED

\$22,495

R/T

**2.0 L Tigershark (160 hp & 148 lb-ft)
with 6-speed Manual**

with 6-speed Automatic

**1.4L MultiAir Turbo (160 hp & 184 lb-ft)
with 6-speed Manual**

with 6-speed DDC T Automatic

17" Hyper Black Aluminum Wheels

17" Polished Aluminum Wheels

18" Hyper Black Aluminum Wheels

Value Group
Air Conditioning
Power Locks & Mirrors
Remote Keyless Entry

Popular Equipment
Remote Start / Speed Control
Underbody Aero & Active Grille Shutter
Leather Wrapped Steering Wheel
Front Passenger In-Seat Storage

Premium Group
Nappa Leather Seating
Dual Zone Automatic Temp Control
Heated Front Seats / Heated Steering Wheel
Remote Start / Universal Garage Opener

Technology Group
Push Button Start / Keyless Entry
Rain-sensing Wipers
Smart Beam Headlamps
Blind Spot Monitor w/Cross Detection

Premium Audio Group
8.4" Touch Screen Radio w/ LIT Bezel

Uconnect w/ Auto dimming Mirror
Steering Wheel Audio & Autodim Mirror

SiriusXM Satellite Radio w/ 12-months Free

Garmin Navigation w/ Sirius TravelLink

Alpine 10 Speakers w/ 506 watt Amp

HID Headlamps

Power Sunroof

	SE	SXT	RALLYE	LIMITED	R/T
		Standard			2.4 L MultiAir II - 184 hp
				\$1,100	
				\$1,300	
				\$1,100	
			\$395		
				\$395	
					\$395
\$995					
		\$495	\$295		
				\$995 (ATX) / \$895 (MTX)	
					\$995
			\$595		
		\$295			
				\$195	
				\$495	
				\$495	
					\$395
				\$895	

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DART

Positioning



DODGE 

2012 Caliber SE
\$17,380



Added Features

Powertrain

- 2.0L Tigershark (+2 hp; +7 lb-ft)
- 6-spd MTX vs. 5-spd (+4 mpg)

Safety

- Front Knee Airbags - Driver & Pass
- Front Seat-mounted Side Airbags
- Rear Seat-mounted Side Airbags
- Brake Assist
- 4-wheel Disc Brakes
- Tire Pressure Monitor
- 3 Rear Head Restraints
- Laminated Windshield (NVH)

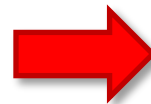
Exterior

- Projector Headlamps
- LED Taillamps
- Piano Black Moldings
- 16-inch Wheels (vs. 15-inch)

Interior

- Soft Touch Instrument Panel
- Bright Interior Trim
- Driver one-touch up/down window
- Premium Denim Cloth
- Front Courtesy / Map Lights
- Tachometer
- Vanity Mirrors

+\$1,350 of Content



2013 Dart SE
+Value Group
\$16,990



\$1,740 of
Added
Value

DART

MID-SIZE ROOM AT A COMPACT CAR PRICE



VS.



Dart Limited

\$19,995

Camry L

\$21,995

For less than the price of a Base Camry, Dart offers:



7-inch TFT Reconfigurable Cluster Display



**8.4-inch Touchscreen
Media Center
Auto-dim Mirror
Rear Camera**



**Heated Outside Mirrors
Supplemental Turn Signal**



**10-way Power Seats
Includes Power Lumbar
Soft Touch Materials**

DODGE

DART

CLASS-LEADING TECHNOLOGY



VS.



Dart Limited

Mercedes-Benz C63 AMG

\$19,995

\$62,140

Dodge Dart offers Features NOT AVAILABLE on a \$62,000 Mercedes-Benz

- 7-inch TFT
- 8.4-inch Touch Screen
- Heated Steering Wheel
- 10 Air Bags ...



DODGE

DART

CLASS-LEADING SAFETY & SECURITY FEATURES



**10 Standard Airbags
on every Dodge Dart
Starting at \$15,995**



More Airbags than...

Mercedes-Benz C63 AMG - \$62,170 ... only 7

Audi S4 - \$54,000 ... only 6

Volvo C30 - \$37,000 ... only 6



DODGE

SXT
Up to \$895 under the
competition



Dart SXT
\$17,995



Chevrolet Cruze 1LT
\$18,555



VW Jetta SE
\$18,725



Toyota Corolla LE
\$18,770

Automatic Only



Ford Focus SE
\$18,890

Starting MSRP	\$17,995	\$18,555	\$18,725	\$17,910	\$17,500
Engine	2.0L	1.4L	2.5L (5-Cyl)	1.8L	2.0L
Horsepower / Torque	160/148	138/148	170/177	134/128	160/146
Overall Passenger Volume (ft ³)	97.2	94.5	94.1	92.0	90.8
Aluminum Wheel	17"	16"	16" Steel	OPT - \$860 (16")	OPT - \$895 + \$495 (17")
Airbags	10	STD	6	6	6
4-Wheel Disc Brakes	STD	N/A	N/A	N/A	N/A
Projector Headlamps	STD	N/A	N/A	N/A	N/A
6 Speakers	STD	STD	4	STD	4
Remote Keyless Entry	STD	STD	STD	STD	STD
MSRP with Options vs. Dart SXT	\$17,995	\$18,555 (\$560)	\$18,725 (\$730)	\$18,770 (\$775)	\$18,890 (\$895)

No 17-inch Wheel Option!

DART

RALLYE

Rallye
Up to \$950 under the competition



Ford Focus SE
\$20,528
Add Sport Package
Add 17" Alloy Wheel



Dart Rallye
\$19,585



Chevrolet Cruze 1LT
\$19,745
Add RS
"Sport Appearance"



MSRP	\$18,995	\$18,555	\$17,500
Engine	2.0L	1.4L	2.0L
Horsepower / Torque	160/148	138/148	160/146
Overall Passenger Volume (ft ³)	97.2	94.5	90.7
Aluminum Wheel	17"	16"	OPT - \$895 + \$495 (17")
Airbags	10	10	6
4-Wheel Disc Brakes	STD	N/A	P
Projector Headlamps	STD	N/A	N/A
Speakers	6	6	OPT - \$800
Remote Keyless Entry	STD	STD	STD
Leather Steering Wheel	STD	STD	P
Cruise Control	STD	STD	STD
Fog Lamp	STD	OPT - \$695	P
Integrated Dual Exhaust	STD	NA	N/A
Remote Start	OPT - \$295	OPT - \$495	OPT - \$445
Pasenger In-Seat Storage	P	N/A	N/A
Auto Head Lamps	P	STD	STD
Handsfree Phone	OPT - \$295	STD	P
Auto Dimming Mirror	P	N/A	OPT - \$393
MSRP with Options	\$19,585	\$19,745	\$20,528
vs. Dart Rallye		(\$160)	(\$943)

DODGE

DART

LIMITED

Up to \$2,700 under the competition



**Dart Limited
\$22,585**



**Chevrolet Cruze 2LT
\$23,094
+\$509**



**Hyundai Elantra Limited
\$23,295
+\$710**



**Honda Civic EX-L
\$24,727
+2,142**



**Ford Focus SEL
\$25,295
+\$2,710**

MSRP with Automatic	\$21,095	\$21,870	\$20,945	\$23,605	\$20,500
Engine	2.0L	1.4L	1.8L	1.8L	2.0L
Horsepower / Torque	160/148	138/148	148/131	140/128	160/146
Total Passenger Volume (cu.)	97.2	94.5	95.6	94.6	90.7
17-inch Aluminum Wheel	STD	17"	17"	16"	OPT - \$2390 (17")
10 Airbags	STD	STD	6	6	6
4-Wheel Disc Brakes	STD	STD	STD	STD	STD
7-inch TFT Cluster	STD	N/A	N/A	4" MID TFT	N/A
8.4-inch Uconnect Touch	STD	OPT - \$995 (7")	OPT - \$2,350 (7")	STD <8"	OPT - 8"
Handsfree Phone	STD	STD	STD	STD	STD
Rear Camera	STD	N/A	P	N/A	OPT - \$695
Auto Dimming Mirror	STD	N/A	N/A	ACC - \$284	P
Leather Steering Wheel	STD	STD	STD	N/A	N/A
Cruise Control	STD	STD	STD	STD	STD
10-way Power D. Seat	STD	6-Way	STD	N/A	OPT - 10-Way
Pasenger In-Seat Storage	STD	N/A	N/A	N/A	N/A
Auto Headlamps	STD	STD	P	STD	STD
Fog Lamps	STD	ACC - \$229	STD	ACC - \$325	STD
Leather Seats	OPT - \$995	STD	STD	STD	OPT
Dual ATC	P	N/A	P	N/A	STD
Remote Start	P	STD	N/A	ACC - \$513	OPT - \$445
Heated Front Seats	P	STD	STD	STD	OPT - \$470
Heated Steering Wheel	P	N/A	N/A	N/A	N/A
Navigation w/Traffic	OPT - \$495	OPT	P	STD	OPT - \$795

DODGE

DART**GROUNDBREAKING NEW COMPACT CAR****2013
Dodge Dart**2012
Ford Focus2012
Chevy Cruze2012
Honda Civic2012
Hyundai Elantra2012
Toyota Corolla

Projector Headlamps	STD	N/A	N/A	N/A	N/A	N/A
LED Taillamps	STD	N/A	N/A	N/A	N/A	N/A
Integrated Dual Exhaust	Avail.	N/A	N/A	N/A	N/A	N/A
Available 18-inch Wheels	Avail.	Avail.	Avail.	N/A	N/A	N/A
Available Colors	12	10	9	8	8	7
Rain-Sensing Wipers	Avail.	Avail.	N/A	N/A	N/A	N/A
Accent Stitching - Seats & IP	Avail.	N/A	Avail.	N/A	N/A	N/A
Floating Island Bezel	Avail.	N/A	N/A	N/A	N/A	N/A
Ambient Interior Lighting	Avail.	Avail.	N/A	N/A	N/A	N/A
Heated Steering Wheel	Avail.	N/A	N/A	N/A	N/A	N/A
Dual Zone Auto Temp. Control	Avail.	Avail.	N/A	N/A	Avail.	N/A
7-inch TFT Display	Avail.	N/A	N/A	N/A	N/A	N/A
Touch-Screen Display	8.4-inches	8-inches	7-inches	<7-inches	7-inches	N/A
Premium Audio	10-speakers	10-speakers	9-speakers	6-speakers	6-speakers	6-speakers
Keyless Go Pushbutton Start	Avail.	Avail.	Avail.	N/A	Avail.	N/A
Smart Beam HID Headlamps	Avail.	N/A	N/A	N/A	N/A	N/A
Standard Airbags	10	6	10	6	6	6
4-wheel Disc Brakes	STD	Avail.	Avail.	N/A	STD	N/A
Rear Cross Path Detection	Avail.	N/A	N/A	N/A	N/A	N/A
Blind Spot Monitoring	Avail.	N/A	N/A	N/A	N/A	N/A
Rear Park Assist & Camera	Avail.	Avail.	N/A	N/A	Avail.	N/A
Total Passenger Room (cu. ft.)	97.2	90.7	95.0	94.6	95.6	92.0

DODGE

Dodge Dart Overview

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DART

Opportunity



DODGE

DART

Features & Benefits Never Before Offered in a Compact Car

- // Dodge Dart stands alone by offering the room of a mid-size with the fuel efficiency and pricing of a compact allowing it to compete in the two largest and fastest-growing retail segments in the US – Compact Cars & Mid-Size Cars***
- // This represents tremendous opportunity!***

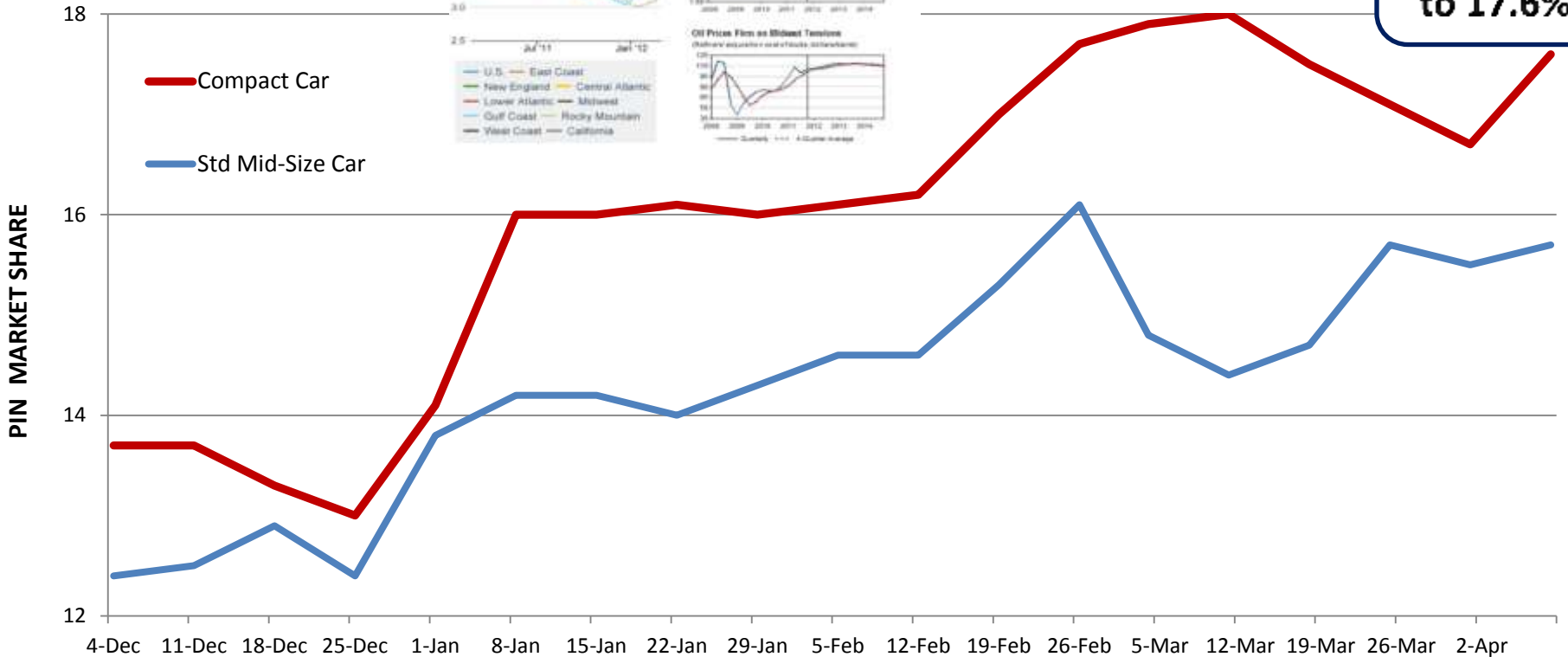


DODGE

Fastest Growing Segments in the Industry



**4 pts
Increase
to 17.6%**



Optimal Timing for Dart

