

April 15, 2011



TO: ALL CHRYSLER GROUP DEALERSHIPS
ATTN: DEALER PRINCIPAL, GENERAL MANAGER & SALES MANAGER

INTRODUCING MOPAR '11 CHARGER

As revealed Wednesday to the press, Mopar will build on the success of last year's Mopar '10 Challenger with a limited-edition Charger outfitted with select high-performance parts and appearance items straight from the Mopar parts catalog.

Powered by the legendary 5.7L HEMI with 370 horsepower and 395 lb. ft. of torque, the specially equipped Mopar '11 includes the "Super Track Pak" option that pushes the capabilities of the Mopar Charger in acceleration, handling and braking.

Due to an exclusive use of a 3.91 rear end in this Charger, initial testing of the Mopar '11 Charger has shown 0-to-60 mph blasts in the low 5-second range. Mopar aficionados will appreciate the content:



- Pistol Grip Shifter
- The differential is boosted with a 3.91:1 final drive ratio for enhanced acceleration
- Mopar Cross-car Braces located at both the front and rear shock towers
- Gloss Black 20" x 8" Envy 5-Spoke Wheels with Goodyear F1 Supercar 245/45ZR20 tires
- Available only in "Pitch Black" finish with a pair of Mopar Blue racing stripes
- Ornamentation includes a front grille and rear-deck Mopar badge
- Rear Spoiler
- Inside...Katzkin Leather striped and stitched with Mopar Blue thread
- Identically trimmed leather wrapped Steering Wheel
- Custom identification Plaque and Mopar Key Fob
- Bright Pedal Covers, premium carpet Floor Mats and front Door Sill Guards featuring the Mopar logo



MSRP for the limited-edition Mopar '11 Charger is \$39,750 including destination and a personalized owner kit. Vehicle ordering information will be provided prior to the May ordering cycle.

Handwritten signature of Pietro Gorlier.

Pietro Gorlier
President & CEO Mopar Service, Parts
& Customer Care

Handwritten signature of Jim Sassorossi.

Jim Sassorossi
Director, Mopar Parts Sales