

DART

Dodge Brand, Clear Channel Media and Entertainment Launch Nationwide Summer Tour Featuring the All-new 2013 Dodge Dart



- ❖ International recording artist Pitbull will customize one 'iHeart Dodge Dart' and a lucky participant will win this one-of-a-kind vehicle
- ❖ 'Road to Las Vegas' events in 11 cities across America combine music, Clear Channel radio personalities, Dodge Dart test-drives and Dodge blogger street teams
- ❖ Twelve lucky test-drive participants will win tickets to the iHeartRadio Music Festival in Las Vegas
- ❖ Fans can visit Dodge dealers across America to test-drive the all-new Dodge Dart for a chance to win

DODGE

The Dodge brand and Clear Channel Media and Entertainment today announced the two companies are teaming up for a nationwide tour centered around music and the all-new 2013 Dodge Dart compact car.

“The Road to Las Vegas” event will ultimately send 12 fans and their guests to the iHeartRadio Music Festival 2012 at MGM Grand in Las Vegas on Sept. 21 and 22. In addition, one lucky participant will win a special “iHeart Dodge Dart” customized by international recording artist Pitbull.



There will be 11 major market events across the country leading up to the festival, which will bring together music, on-air Clear Channel radio personalities and test-drives of the all-new 2013 Dodge Dart, the brand’s groundbreaking new compact car. Each test-drive participant will automatically be entered into the sweepstakes to win one of 12 VIP experience packages to the iHeartRadio Music Festival 2012, including two tickets to the Festival, a backstage meet-and-greet with Pitbull and a chance to win his one-of-a-kind customized Dodge Dart.



Consumers taking Dodge Dart test-drives at Dodge dealerships across America also will be entered into the sweepstakes.

“The all-new Dodge Dart is a groundbreaking vehicle delivering features and benefits never before offered in a compact car,” said Reid Bigland, President and CEO – Dodge Brand. “This promotion featuring test-drive events in 11 cities across the United States and an ‘iHeart Dodge Dart’ customized by Pitbull will allow consumers to personally experience the class-leading driving dynamics, style, roominess, and technology of the all-new Dart.”

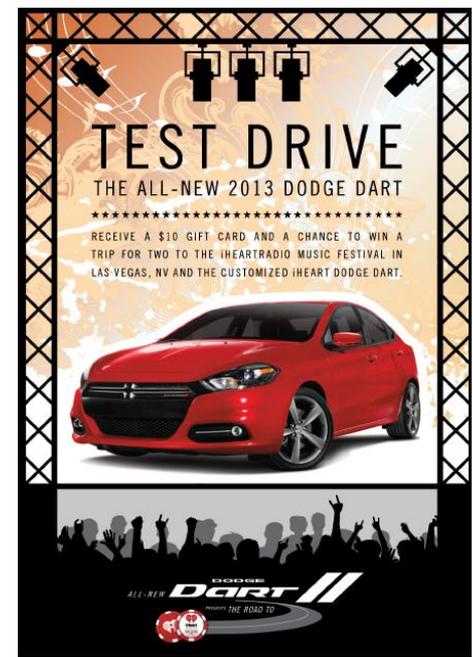
“Our goal in working with Dodge on this unique campaign is to help make the 2013 Dodge Dart the automotive conversation of the summer,” said Tim Castelli, President of Sales, Marketing and Partnerships for Clear Channel Media and Entertainment. “This campaign showcases Clear Channel’s strengths: our ability to execute creative, integrated and multiplatform campaigns that connect major brands with consumers and today’s top artists.”

Throughout the tour, Dodge “road-tripper” street-team bloggers and Clear Channel radio station on-air personalities will direct listeners to additional events taking place across the country – with each test-drive providing a chance to win a VIP trip to the iHeartRadio Music Festival.



The Dodge brand will promote the summer music events online through iHeartRadio, a free, all-in-one digital service that lets listeners find more than 1,000 live stations or create their own commercial-free custom stations inspired by favorite artists and songs. The summer tour also will be promoted across Clear Channel Hot Adult Contemporary (AC), Rhythmic AC, Contemporary Hit Radio (CHR), Rhythmic CHR, Urban stations and Spanish Contemporary stations in the top 50 markets through on-air spots and radio personality interaction and engagement with listeners across the country.

The first event began in Dallas on July 29. Additional stops take place in Phoenix (Aug. 4-5), Los Angeles (Aug. 10-12), San Antonio (Aug. 18), Orlando, Fla. (Aug. 25), Atlanta (Aug. 31), Baltimore (Sept. 7), Brooklyn, N.Y. (Sept. 8) and Denver (Sept. 16). Dates will be announced soon for additional tour stops in Detroit and Chicago.



For more details on “The Road to Las Vegas” summer tour and sweepstakes, and to follow the adventures of the Dodge bloggers as they journey across America, fans can visit the Dodge brand Facebook page, <http://www.facebook.com/Dodge>.



September 21 & 22

Las Vegas, NV

**TAYLOR SWIFT • AEROSMITH • RIHANNA • USHER •
BON JOVI • LIL WAYNE • GREEN DAY •
SWEDISH HOUSE MAFIA • NO DOUBT • BRAD PAISLEY •
PITBULL • DEADMAU5 • MIRANDA LAMBERT •
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