Dodge Challenger

It’s not bragging if you bring it. And this is “IT.” The Dodge Challenger has been recognized by Polk for having the highest Model Loyalty in the Sports Car Segment* for the 2010 model year. Challenger takes a history of know-how and puts it into practice. The end result? Laurels that are torn apart during an adamant refusal to rest on them. This cutting-edge piece of modern engineering boasts the DNA of its legendary forefather: flawlessly sculpted with a lean, low profile and menacing dual round headlamps, unmistakable performance hood, and throwback honeycomb grille. But it goes one further. It puts hardcore power on the road, thanks to handling dynamics that were decades out of reach back in the day. The 2011 Dodge Challenger ups the ante with leading-edge technology and modern must-have comforts, such as available Uconnect® media systems, heated bucket seats, and proximity entry with Keyless Enter-N-Go with push-button start. Hit dodge.com/challenger for the full story of the latest legend.

*According to Polk statistics for the Sports Car Category in the 2010 model year, Dodge Challenger ranked highest by having the greatest percentage of households return to purchase or lease another Dodge Challenger vehicle.
SRT® 392 INAUGURAL EDITION. Some things are more desirable because they brilliantly balance form and function. Others are sought after because their quantities are finite. The limited Challenger SRT® 392 Inaugural Edition is coveted for both reasons. The first 1,100 2011 Dodge Challengers to roll off the assembly line will be numbered and branded with a unique exterior and interior.

EXTERIOR. Available in a choice of Bright White with dual Viper Blue tip-to-tail racing stripes or the reverse: Deep Water Blue Pearl with dual Stone White tip-to-tail racing stripes. A unique grille surround features body-color accent paint while a bold “392 HEMI®” badge graces the fender. Other exclusive features include: 20-inch polished aluminum wheels with Black pockets, Mopar® quad-style exhaust tips, and special 392 HEMI engine valve covers.

INTERIOR. All 392 Inaugural Editions are highlighted by Nappa Pearl leather seating surfaces with a double Blue vertical stripe. All seats are piped and stitched in Blue and feature the “392” logo for an even more dramatic look. Other unique features include: Pearl inserts on the door-trim panels; Silver Metal Brush grab handles; Silver Metal Brush center stack and console bezels; Blue accent stitching on armrest, steering wheel, ATX knob or MTX boot; serialized dash plaque; quarter-glass decal with Mopar logo; and key fob with “392” logo.
Challenger’s aura might be throwback but the interior is all about 21st-century comfort and style. Depending on model, Challenger offers premium cloth or new Nappa leather-surface bucket seats, leather-wrapped steering wheel, available heated seats, and a six-way power driver’s seat. The rear delivers serious space with a standard fold-down armrest and cup holders, and belted seating for three passengers, making it the only vehicle in its class[^1] with five-passenger seating capability. Challenger’s “Four Bomb” gauges and available race-inspired pedals nod to the original, and the interior stays organized with the help of a sliding center console and door map pockets. The 60/40 split-folding rear seats with trunk access easily accommodate larger items and provide entry to best-in-class[^1] trunk storage. *A note about this brochure: All disclaimers and disclosures can be found on page 22.
**Uconnect**

Outfit your Challenger with Uconnect® to help stay in touch with the people, music, and devices that matter most. It acts as the hub for your most important media — cell phone, Internet, satellite radio, navigation system, and personal devices, such as an iPod® or smartphone. The Uconnect user-friendly systems are designed to make your life easier, wherever you roam.

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**PHONE**

Talking on the phone while driving has never been easier — or more responsible. Uconnect Phone is the in-vehicle, voice-activated communication system that allows you to pair up to seven Bluetooth® compatible phones and then talk virtually hands-free. This system is also clever enough to synchronize with your phone’s address book — up to 1,000 entries — every time you get into your vehicle.

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**WEB**

Put the power of high-speed Internet in your vehicle with Uconnect Web®. Effortlessly connect any WiFi-enabled device to the Internet at 3G broadband speeds, making your vehicle a Mobile Hotspot within a 150-ft range. Passengers can use multiple devices at the same time. There’s no need for cell cards or software with this unique Authentic Accessory by Mopar® — connectivity is all done wirelessly. Subscription required. Sold separately.

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**VOICE COMMAND**

It simplifies driving by letting you keep your eyes on the road and your hands on the wheel. Vocally select FM radio stations, SIRIUS® Satellite Radio channels, make and receive calls, select navigation destinations, and record voice memos. This smart system technology can also be adapted to better recognize your voice and can understand commands in English, French, and Spanish.

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**ENTERTAINMENT**

Manage all of your media. You’ll have six ways to access audio, including SIRIUS Satellite Radio (your first year of service is included), a 30GB hard drive, iPod Control with Audio Jack and CD/DVD, and Bluetooth Streaming Audio.

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**NAVIGATION**

Provides turn-by-turn guidance by voice command and visual display. It can also locate nearby restaurants, shopping, hospitals, or points of local interest. Add SIRIUS Traffic™ for real-time traffic updates, including accident alerts, road closings, and traffic flow. Your first year of SIRIUS Traffic service is included.

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**UCONNECT MEDIA CENTER RADIOS**

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**SELECTED FEATURES**

- **LCD Display**: 6.5-inch Touch
- **Optical Drive**: CD/DVD/MP3
- **Navigation**: S, Garmin®
- **SIRIUS Travel Link™**: S
- **SIRIUS Traffic™**: S
- **SIRIUS Satellite Radio**: S
- **Storage**: 30GB
- **Audio Jack**: S
- **Hands-Free Voice Command of Phone, Radio, Players**: S
- **Bluetooth Streaming Audio**: S
- **Remote USB Port for Digital Media Storage/Players (iPod)**: S

S = Standard  O = Optional

**SIRIUS TRAVEL LINK™** brings a wealth of useful information to your fingertips including: national weather information for current and forecasted weather, fuel prices to check local gas prices, sports scores for in-game and final scores, as well as weekly schedules and local movie theater listings.
ALL-NEW 392-CUBIC-INCH SRT® HEMI® V8. It pushes back and powers ahead with an impressive 470 horsepower and 470 lb-ft of torque. This power is linked to a high-performance suspension with rear stabilizer bar, performance-tuned steering, antilock 4-wheel disc performance brakes, 245/45ZR 20-inch performance tires, and a choice of 5-speed AutoStick or TREMEC® 6-speed short-throw manual transmissions. In short, this gets it done.
ALL-NEW 3.6L DOHC VARIABLE VALVE TIMING (VVT) PENTASTAR® V6 – NAMED ONE OF WARD’S 10 BEST ENGINES FOR 2011. From a state-of-the-art high-pressure die-cast aluminum block to full independent dual-cam phasing, sequential port fuel injection, and high-flow intake and exhaust ports, the all-new 3.6-liter Pentastar engine applies some of the most advanced automotive engine technology. The result is an exceptional blend of high torque; fuel efficiency; low emissions; and first-rate noise, vibration, and harshness control. The only thing better than numbers like 305 horsepower and 268 lb-ft of torque with an EPA fuel economy of 18 city/27 highway mpg is the engine’s durability enhancing features like an advanced oil-filter system that helps to eliminate oil spills and to contain an incinerable filter element for more efficient disposal.

5.7L HEMI V8. Fuel Saver Technology and VVT give this engine stunning power and efficiency credentials. The standard 6-speed manual transmission boasts 379 horsepower and a whopping 410 lb-ft of torque, while the available 5-speed AutoStick delivers 372 horsepower and 400 lb-ft of torque. When equipped with Fuel Saver Technology, the computer uses sophisticated algorithms to seamlessly transition from eight cylinders to four cylinders when full power is not required, providing increased fuel efficiency.

BRAKES. SRT8 392 models come equipped with four-wheel antilock brakes that are outfitted with vented rotors and Brembo® performance aluminum four-piston calipers for even clamping. Air ducts integrated into the front fascia help to reduce brake temperatures under extreme driving circumstances. Brake knock-back mitigation uses the advanced technologies of lateral g-force sensors to prime the braking system, eliminating brake pedal fade and enhancing stopping distances during faster-paced driving. The twin piston, four-wheel disc antilock brake system (ABS) is performance tuned to provide improved ABS response, maximum stopping power, and reduced pedal travel. The standard four-wheel disc brakes bring substantial braking power with antilock and Brake Assist. The results of all this engineering are reduced resistance and enhanced long-term braking performance.

SUSPENSIONS. 2011 Challenger features reengineered suspensions that boast revised geometry and retuned shock and bushing rates for improved handling and accident avoidance maneuvers. The independent five-link rear suspension is tuned to provide a comfortable ride and superior handling on rough roads, thanks to lower unsprung mass, which helps maintain better tire contact with the ground and reduces rear road noise. SRT8 392 models feature a high-performance suspension with Bilstein® monotube tuned dampers. The specially tailored spring rates, suspension bushings, and sway bars help Challenger put the muscle to the pavement.
GREEN WITH ENVY. When it comes to the Challenger R/T Classic, it’s difficult not to state the obvious. In this case, we’ll let the paint codes do the talking (and Dodge’s paint codes have been known to do just that). Green With Envy is the latest throwback color to be reincarnated from the Chrysler paint code archives and is only available on this trim level and SRT® 392. R/T Classic also sports a scripted Challenger fender badge that nods to the original. Dual classic bodyside stripes, 20-inch aluminum wheels and new High Intensity Discharge (HID) headlamps also make this Challenger stand out and be noticed. STRIPE OPTIONS. In the golden age of muscle, the only thing better than owning a standout muscle car was owning one unlike any other. In that spirit, Challenger offers several stripe options, reminiscent of those from the 1970s, to choose from. Check out the details below.

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<tr>
<th>CHALLENGER COLOR/STRIPE AVAILABILITY</th>
<th>CHALLENGER RALLYE GROUP</th>
<th>CHALLENGER R/T / R/T PLUS</th>
<th>CHALLENGER R/T CLASSIC</th>
<th>CHALLENGER SRT® 392</th>
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<tr>
<td>BRIGHT WHITE</td>
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* R/T HOOD-TO-FENDER STRIPE COLORS – B-BLACK – S-MEDIUM SILVER METALLIC – R-FLAME RED
* R/T CLASSIC STRIPE COLORS – B-BLACK – W-STONE WHITE – R-RED

*Late availability. †Limited availability. ‡392 Inaugural Edition.
Challenger Rallye builds off the Challenger blueprint while adding its own spin on the details. Standard features include leather seating surfaces, Uconnect® Media Center 130 radio with audio jack, one-year subscription to SIRIUS® Satellite Radio®, Uconnect hands-free communication system, and six Boston Acoustics® speakers with a 276-watt digital amplifier. The available Rallye Group adds dual center stripes, body-color rear spoiler, and unique 18-inch aluminum wheels. Optional equipment includes: Super Sport Group which adds 20-inch chrome-clad wheels and 245/45ZR20 BSW performance tires; performance-tuned steering, suspension, and brakes; and a 3.06 rear axle ratio. Additional available option groups are Electronic Convenience Group and Sound Group II.
When you enhance your Challenger with Authentic Dodge Accessories by Mopar®, you’ll all but guarantee your individuality at every stoplight. **Mopar T/A Hood.** This classic hood with integrated scoop replaces the production hood and amplifies your Challenger’s aggressive stance. Hood scoop is matte Black and paintable. **Black Chrome Grille Surround.** This custom surround enhances your vehicle’s aesthetic appeal and gives Challenger’s front end an even more unique look. **20-Inch Daytona Wheel.** Rev up the custom good looks with this stylish wheel. The corrosion-resistant wheel features a five-spoke design with gloss Black spokes and a machined Silver lip. **Beltline Decal Kit.** For long-lasting appeal, the Beltline Decal Kit is constructed of fade- and weather-resistant vinyl that shows off a heritage-inspired design. **Rear Go Wing Spoiler.** Not only does it provide a little aerodynamic incentive that’s free from vibration, it yields an uncompromising presence. Available in matte Black, which can be painted to match body color. **Sequential Turning Lights.** Convert your Challenger’s taillamps into Sequential Turn Signals. Easy to install without wire cutting or splicing. **Dual Chrome Exhaust Tips.** Enhance the appearance of your vehicle’s existing exhaust system with bold, easily installed exhaust tips. For the full range of accessories, visit mopar.com.
RAIN BRAKE SUPPORT. During rainy conditions, the Electronic Stability Control (ESC)\(^6\) pumps brakes to keep brake rotors dry, allowing optimal operation. AIR BAGS.\(^6\) Advanced multistage front air bags,\(^6\) supplemental front-seat-mounted side air bags,\(^6\) driver knee blocker air bag,\(^6\) and supplemental side-curtain air bags\(^6\) for front and rear outboard occupants are all standard. TIRE PRESSURE MONITORING. Standard pressure sensors in the tire valves allow for automatic detection and notification when tire pressure is low. ACTIVE HEAD RESTRAINTS.\(^7\) In the event of a rear collision, these standard restraints help to reduce the chance of injury for front occupants. ELECTRONIC STABILITY CONTROL (ESC).\(^6\) A standard vehicle-wide network of safety sensors provides instant aid when the sensors detect that you're veering off your intended path. This robust system includes antilock brake system (ABS) with Brake Assist and all-speed traction control. IMPROVED CRUSH ZONES. Designed to divert and dissipate impact energy away from the passenger compartment, helping minimize injuries in the event of an accident. SENTRY KEY\(^8\) ENGINE IMMOBILIZER. The vehicle is prevented from starting unless the key fob containing a unique embedded code is present. HILL START ASSIST. Automatically applies the brakes momentarily to help prevent rollback on hills and inclines.
CHALLENGER SE INCLUDES:
STANDARD FEATURES: 3.6 liter Pentastar® VVT V6 engine, 160-amp alternator, 4-wheel disc antilock brakes, heavy-duty engine cooling, electric-hydraulic power rack-and-pinion steering, sport suspension, folding body-color exterior mirrors, P235/55R18 BSW All-Season performance tires, 18-inch aluminum wheels, compact spare. OPTIONAL FEATURES: Engine block heater.

CHALLENGER RALLYE INCLUDES:

CHALLENGER R/T INCLUDES:

CHALLENGER R/T PLUS INCLUDES:

CHALLENGER R/T CLASSIC INCLUDES:
ADDITIONAL STANDARD FEATURES: Dual R/T bodyside stripes, Xenon HID headlamps, functional hood scoop, Challenger script badge, and 20-inch forged polished aluminum wheel or 20-inch aluminum wheel included with Green With Envy. OPTIONAL FEATURES: Engine block heater, power sunroof, Super Track Pak includes heavy-duty 4-wheel antilock brakes, performance steering, track-tuned suspension, P245/45ZR20 BSW performance tires.

CHALLENGER SRT8® 392 INCLUDES:
Check out an extensive line of gifts and gear for the Dodge enthusiast. From authentic apparel to die-cast replica cars for the collector, as well as electronics and office supplies, all lifestyle items are as bold as your Dodge vehicle.

These products are for placement only; refer to dodge.com/life for current product availability.
INTERIOR FEATURES STANDARD ON ALL DODGE CHALLENGERS // Keyless Enter-N-Go; Push-button start; Sentry Key® engine immobilizer; Air conditioning with single-zone automatic temperature control; Electronic Vehicle Information Center with mini trip computer; Electronic speed control; Tire pressure monitoring system; Media Center 130 radio with CD/MP3 and audio jack; 6-speaker sound system; Illuminated front cup holders; Illuminated door pulls; Rear courtesy lamps; 12-volt power outlet; One-touch auto-down front windows; Leather-wrapped steering wheel with audio, speed control, and EVIC switches; Manual tilt/telescoping steering column; Leather-wrapped shift knob; 6-way power driver seat with 4-way power lumbar and EZ-Entry feature; Active head restraints; Supplemental front-seat mounted side air bags; Advanced multistage driver and front-passenger air bags; Side-curtain air bags; 60/40 split-folding rear seat with armrest and two cup holders; Power trunk release; Trunk lamp; Front and rear luxury floor mats.


CHALLENGER SRT® 392 INCLUDES // Adds or replaces Standard Interior Features on Challenger R/T Plus: 180-mph speedometer; Instrument Cluster with Performance Display Screens; Performance bolstered premium leather-trimmed bucket seats; Brushed Silver Metal finish center stack, shifter bezels and door pulls; Media Center 430 radio; and Security Alarm. Available: SRT® Option Group II includes 13 KICKER® SRT high-performance audio speakers, 322-watt KICKER amplifier and 200-watt KICKER SRT subwoofer, Media Center 430N radio with Garmin Navigation, Media Center 730N Navigation radio with Voice Command, SIRIUS Traffic, and SIRIUS Travel Link. Mopar Interior Appearance Group.

I-J) Nappa leather trim/Axis II suede inserts/Caprize vinyl — Dark Slate Gray with Red or Mango seatback accent bands


K-M) Nappa leather trim/Caprize vinyl – Pearl/Blue/Dark Slate Gray

*Limited availability.
130 channels, including 100% commercial-free music, sports, news, talk, entertainment, traffic and weather. Factory-installed SIRIUS Satellite Radio includes a one-year subscription. For more information, go to sirius.com.

powerful Dodge name — from Motorsports apparel and collectible die-cast models to the hottest items for work and weekend fun. It’s all found at dodge.com/life.

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