





DODGE //



***DODGE HAS
BEEN MAKING
CARS FOR
100 YEARS
AND HERE'S WHAT WE KNOW***

***NO KID EVER
GREW UP WITH
A POSTER OF
A PASSAT ON HIS
BEDROOM WALL.***





FAST COMPANY'S INNOVATIVE COMPANIES

***DODGE RANKS AS THE TOP AUTOMOTIVE BRAND / COMPANY
"MOST INNOVATIVE COMPANIES"***

DODGE // **amazon**  **Google** **NETFLIX**



STRATEGIC VISION NAMES FOUR DODGE VEHICLES ***“MOST LOVED VEHICLES IN AMERICA”***



SMALL CAR: DODGE DART

LARGE CAR: DODGE CHARGER

SPECIALTY COUPE: DODGE CHALLENGER

MID-SIZE SUV: DODGE DURANGO

53M VIEWS 

4M FANS 

260K FOLLOWERS 

***WE DON'T MAKE
CATEGORY CARS.
WE MAKE CATEGORY
CARS NERVOUS.***



A close-up, black and white photograph of the front of a car, specifically the grille and headlights. The car is dark-colored. The word "Challenger" is written in a cursive script on the grille. Overlaid on the image is the text "WE BUILD PERFORMANCE CARS" in a bold, yellow, italicized sans-serif font.

**WE BUILD
PERFORMANCE
CARS**

WHO LOVES PERFORMANCE CARS?



/// YOUNGEST DEMOGRAPHIC IN THE INDUSTRY - 6 YEARS YOUNGER THAN NON-LUXURY AVG.
(10 YEARS YOUNGER THAN CHEVY, 9 YEARS YOUNGER THAN FORD, 8 YEARS YOUNGER THAN TOYOTA, 5 YEARS YOUNGER THAN HONDA)

/// DODGE HAS THE HIGHEST PERCENTAGE OF BOTH GEN-X AND MILLENNIAL BUYERS
(49% OF DODGE BUYERS ARE IN THIS LIFESTAGE)

PERFORMANCE EVOLUTION





PERFORMANCE

IS

TECHNOLOGY

WORLD CLASS PLATFORMS

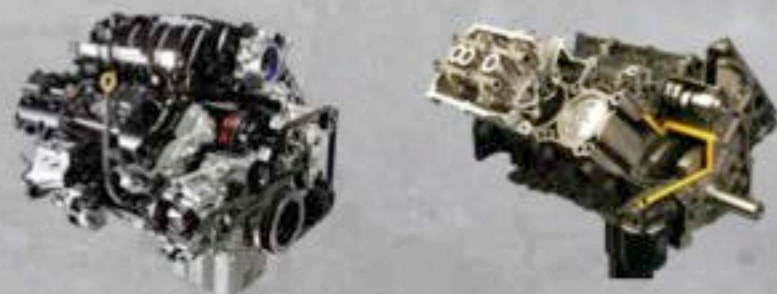


EFFICIENT / PERFORMANCE – ENGINE TECHNOLOGY

1.4-LITER MULTIAIR® TURBO



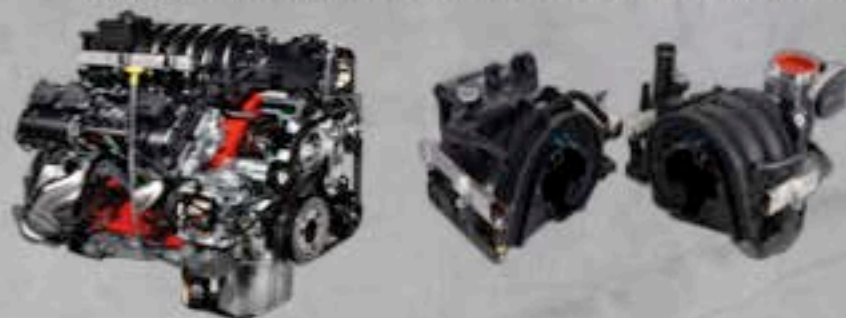
**5.7-LITER HEMI® V8 WITH
'MDS' FUEL SAVER TECHNOLOGY**



2.4-LITER TIGERSHARK® WITH MULTIAIR II



6.4-LITER HEMI V8 WITH ACTIVE INTAKE



**3.6-LITER PENTASTAR® V6 WITH
VARIABLE VALVE TIMING**



6.2-LITER SUPERCHARGED HEMI V8



BALANCE & CONTROL





BUILDING ON THIS BRAND IDENTITY

BRAND PURPOSE

Dodge means doing things for a reason and being proud of the things we do. We think the car has been commoditized and that America's drivers have been abandoned. We think the blame for America's ambivalence toward cars goes to import brands. We want to bring back America's passion for driving. We will do this one Dodge at a time.

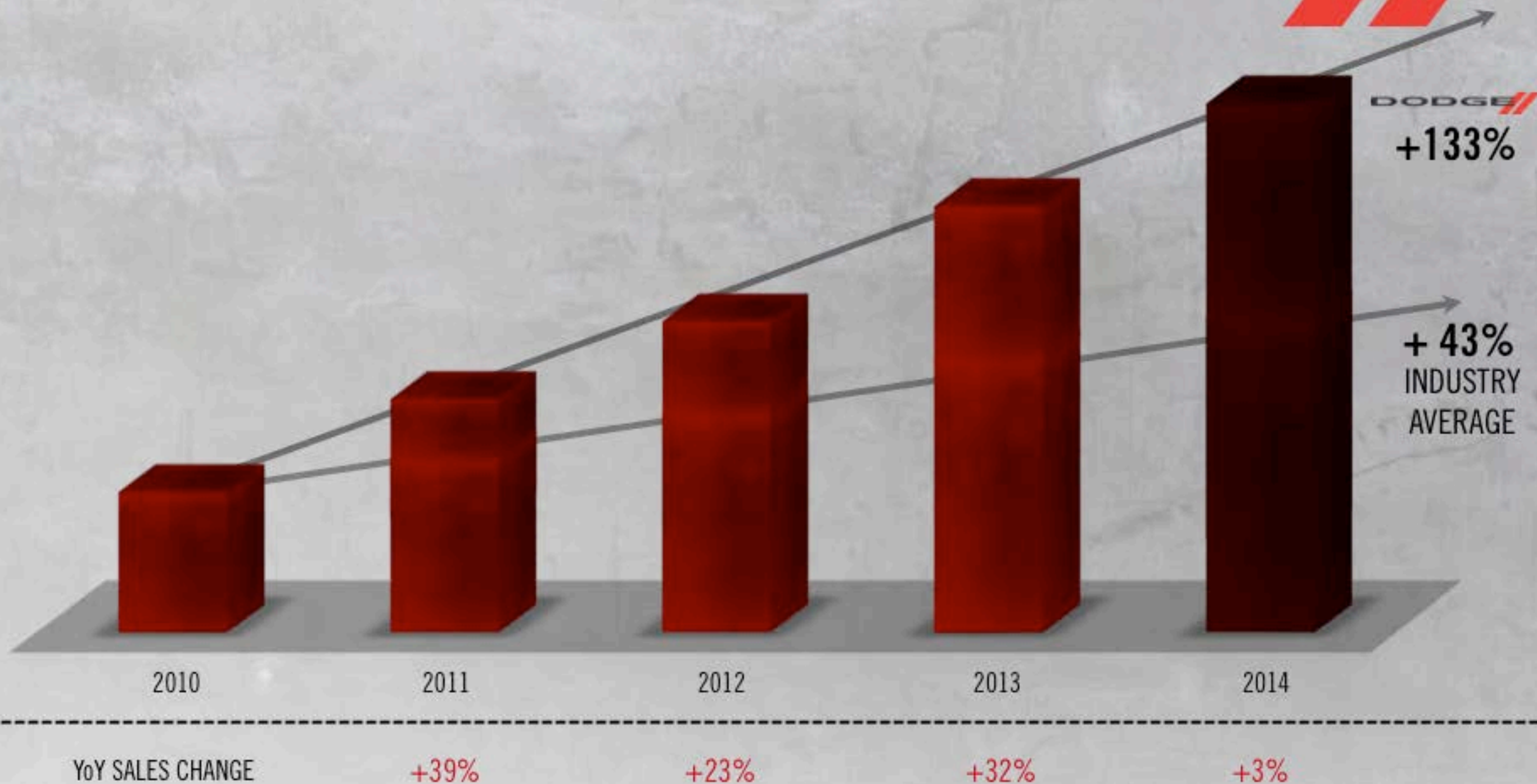


BUILDING ON THIS BRAND IDENTITY

BRAND PURPOSE

In Defense of Driving. We want people to actually use their car for what the car was built to do.

DODGE U.S. RETAIL SALES 2010-2014



WHY THE CHARGER?

CHARGER HAS ITS OWN UNIQUE PERSONALITY

EXTROVERTED // ADVENTUROUS // AGGRESSIVE // EXCITING

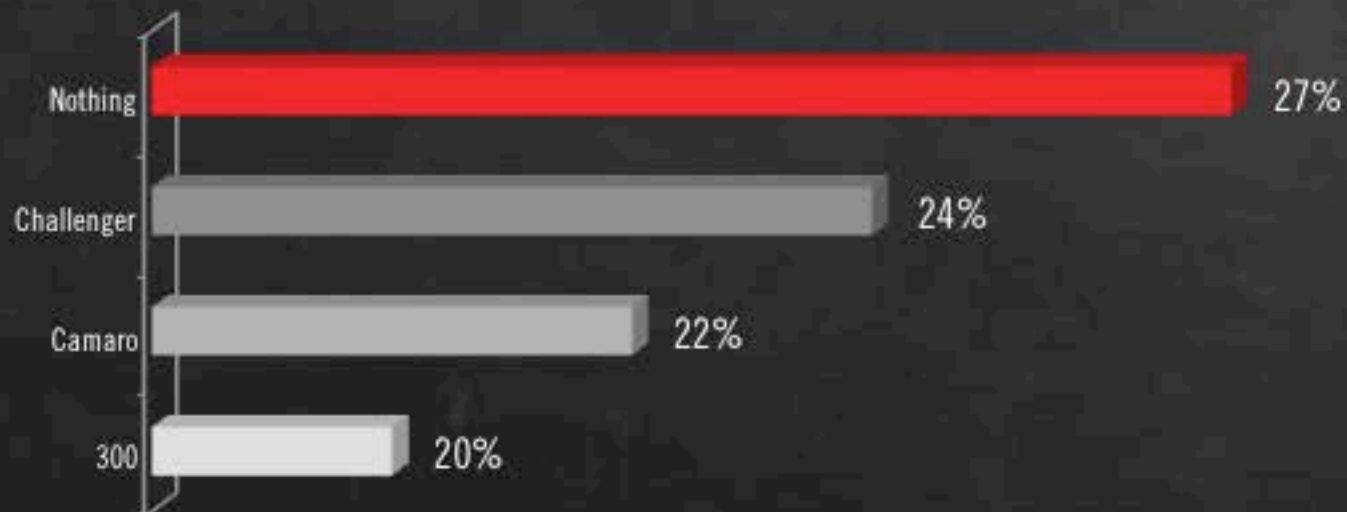


DODGE CHARGER
"MOST LOVED VEHICLES
IN AMERICA"
STRATEGIC VISION: LARGE CAR

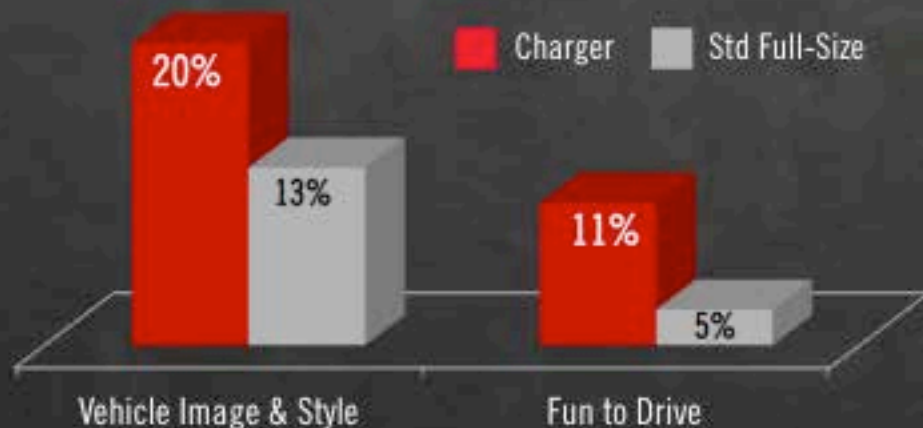


Source: GfK Fullsize Car Image Study (Q4-13)

TOP CROSS-SHOPPED



TOP PURCHASE REASONS

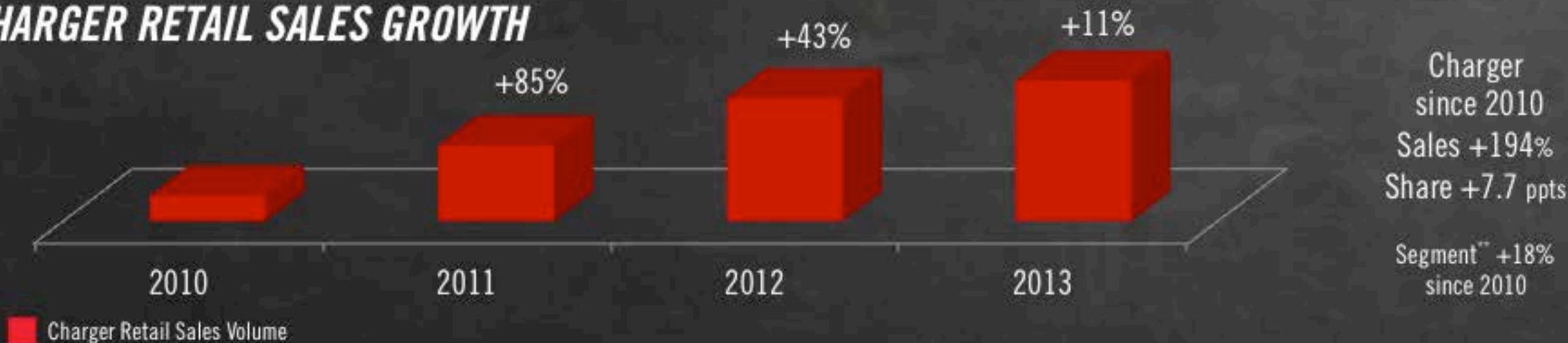


WHY THE CHARGER?

CHARGER IS #1 IN SHARE WITH ONLY A 3.2% SHARE OF VOICE



CHARGER RETAIL SALES GROWTH



Charger is only Full-Size Car to grow Retail Sales and Share every year since 2010*

*Excludes other Chrysler Group LLC vehicles. **Segment does not include Charger

Source: Experian for 2010, IDR Dealer Reported for 2011-2013, Excludes Hybrids

PRODUCT FOUNDATION



CHARGER

CHALLENGER

DURANGO

PASSION AND ATTITUDE

TREMENDOUS ROAD PRESENCE AND PERSONALITY
RICH HERITAGE
STRONG EMOTIONAL CONNECTION
LARGE ENTHUSIAST FOLLOWING
YOUNG AT HEART
LOYAL FAN BASE

PERFORMANCE

CLASS-LEADING POWERTRAINS
DRIVER ENGAGEMENT
FUN TO DRIVE
CONFIDENT HANDLING
SPORT-TUNED SUSPENSIONS
CONNECTED TO THE ROAD & TO THE DRIVER

AGGRESSIVE AND ATHLETIC STYLE

ATHLETIC
BOLD
CONFIDENT
PROJECTS YOUTHFULNESS
PROUD TO OWN
ICONIC
DISTINCTIVE
UNIQUE

TECHNOLOGY

LED LIGHTING
UCONNECT®
TFT
BLIND SPOT MONITORING
FORWARD COLLISION WARNING
CRASH NOTIFICATION
LAUNCH CONTROL
PERFORMANCE PAGES

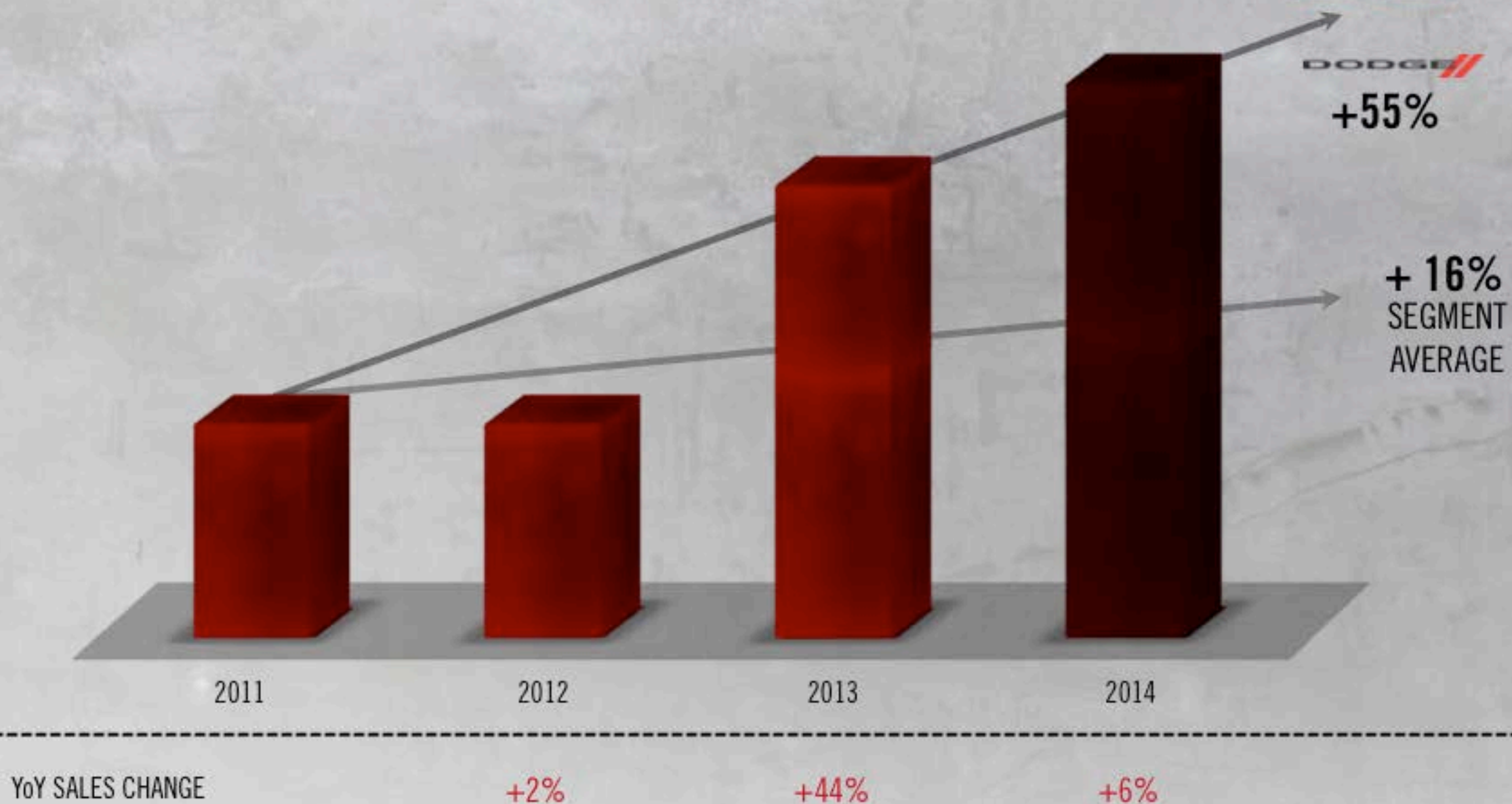
VALUE

NO COMPROMISE PACKAGES – CONTENT CONSUMERS
VALUE & DESIRE
VALUE- ADDED SEE & SELL CONTENT
RAISES THE BAR WITH AN UNDENIABLE COMBINATION OF STYLE, POWER & TECHNOLOGY THAT IS ACCESSIBLE

DURANGO – LAUNCHED OCTOBER 2013



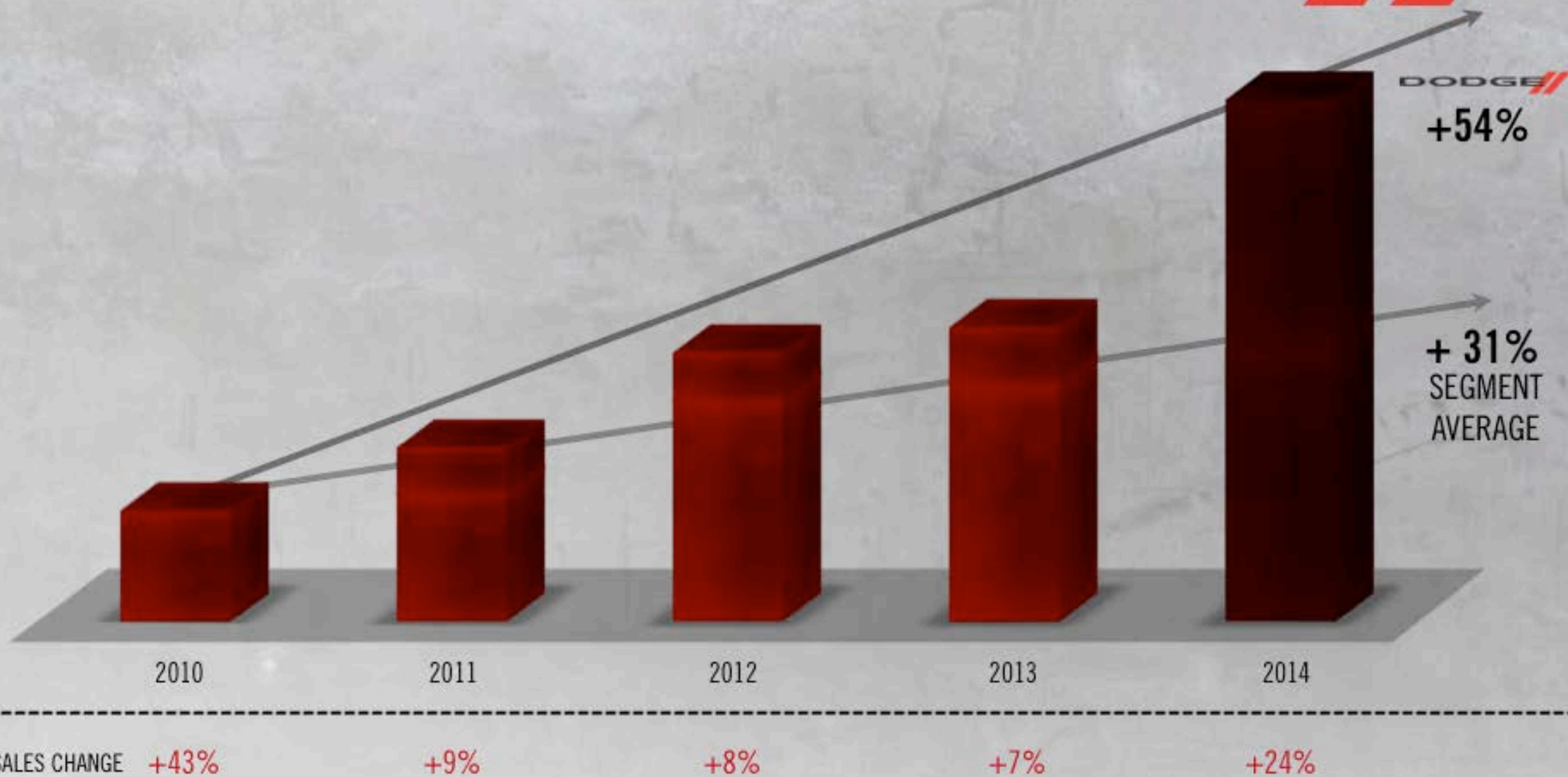
DURANGO U.S. RETAIL SALES TREND



CHALLENGER – LAUNCHING JULY 2014



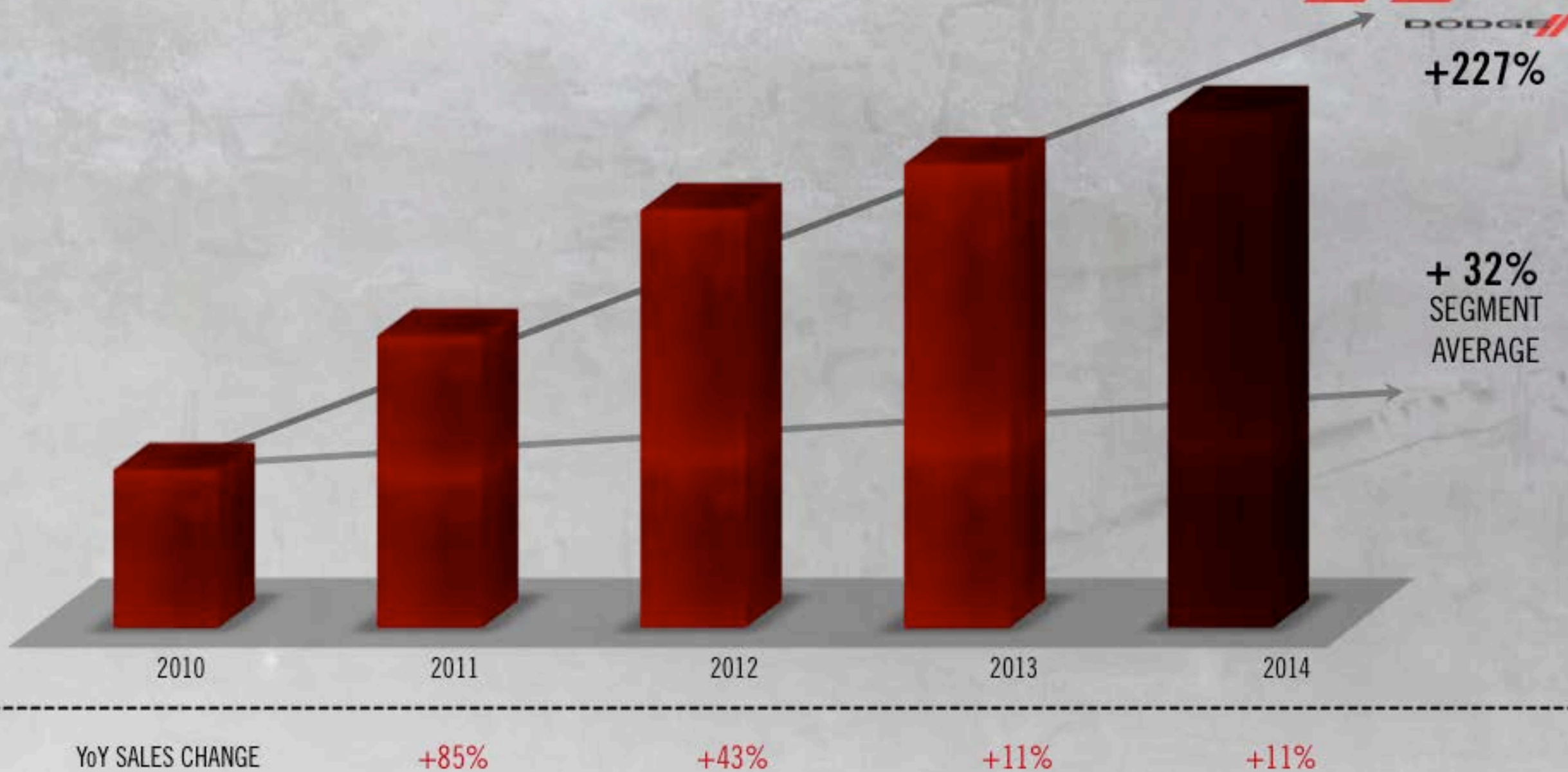
CHALLENGER U.S. RETAIL SALES TREND



CHARGER – LAUNCHING OCTOBER 2014



CHARGER U.S. RETAIL SALES TREND



WHAT ABOUT THE "OTHER" DODGE PRODUCTS?



AVENGER

- Production ends in 2014
- Chrysler 200 will address this portion of the market



GRAND CARAVAN

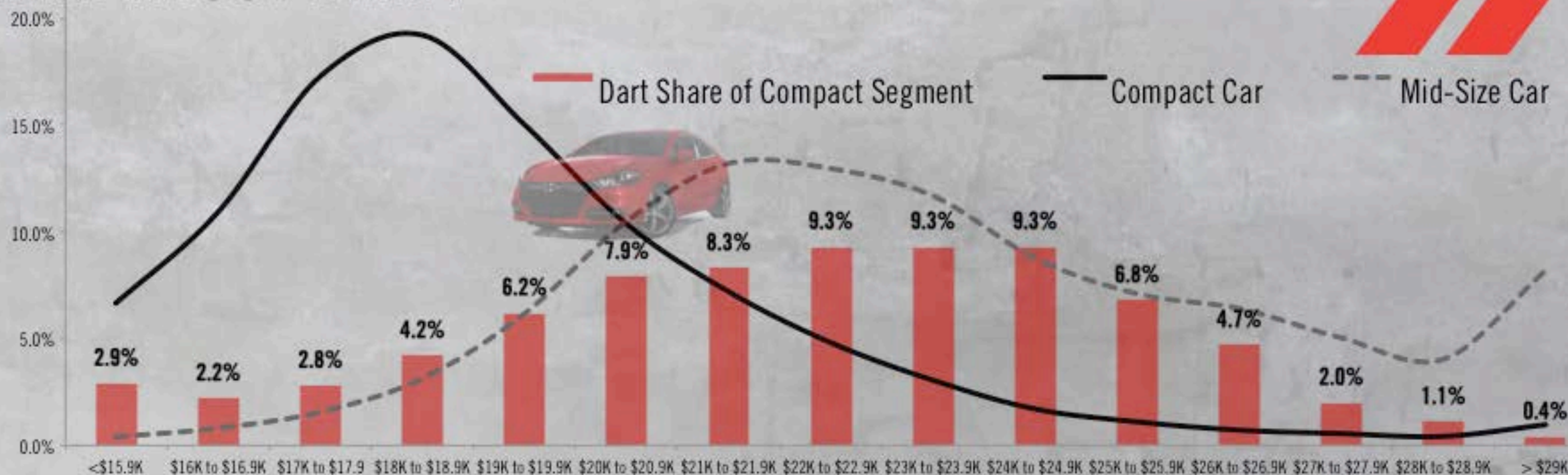
- Production ends in 2016



JOURNEY / D-CUV

- Updated in 2016 to better align with Dodge Brand DNA

WHAT ABOUT DART?



COMPACT SEGMENT

DART TODAY:

- State-of-the-Art Platform
- Superb Driving Dynamics
- Segment-Leading Safety Features
- Segment-Leading Infotainment
- Segment-Leading Size and Comfort
- Segment-Unique Style and Design

MID-SIZE SEGMENT

DART FUTURE:

- Maintain Current Market Advantages
- 2014 – Improve “Heart of Market” Contenting
- 2014 – Improve Lease Positioning
- 2016 Mid-Cycle Action
 - Update Style and Design
 - Enhance Driving Dynamics
 - Align Powertrain to Brand DNA
 - Leverage Positioning Between Compact and Mid-Size Cars

ONE BRAND...ONE VISION...ONE VOICE...DODGE

RWD/AWD V6

RWD/AWD V8

DURANGO

RWD/AWD V6

RWD V8

CHARGER

RWD S/C V8

CHARGER SRT®

RWD V6

RWD V8

CHALLENGER

RWD S/C V8

CHALLENGER SRT

FWD/AWD

FWD TURBO

D CUV

AWD HO TURBO

RWD V10

FWD

VIPER

DART

FWD TURBO

D CUV SRT

FWD

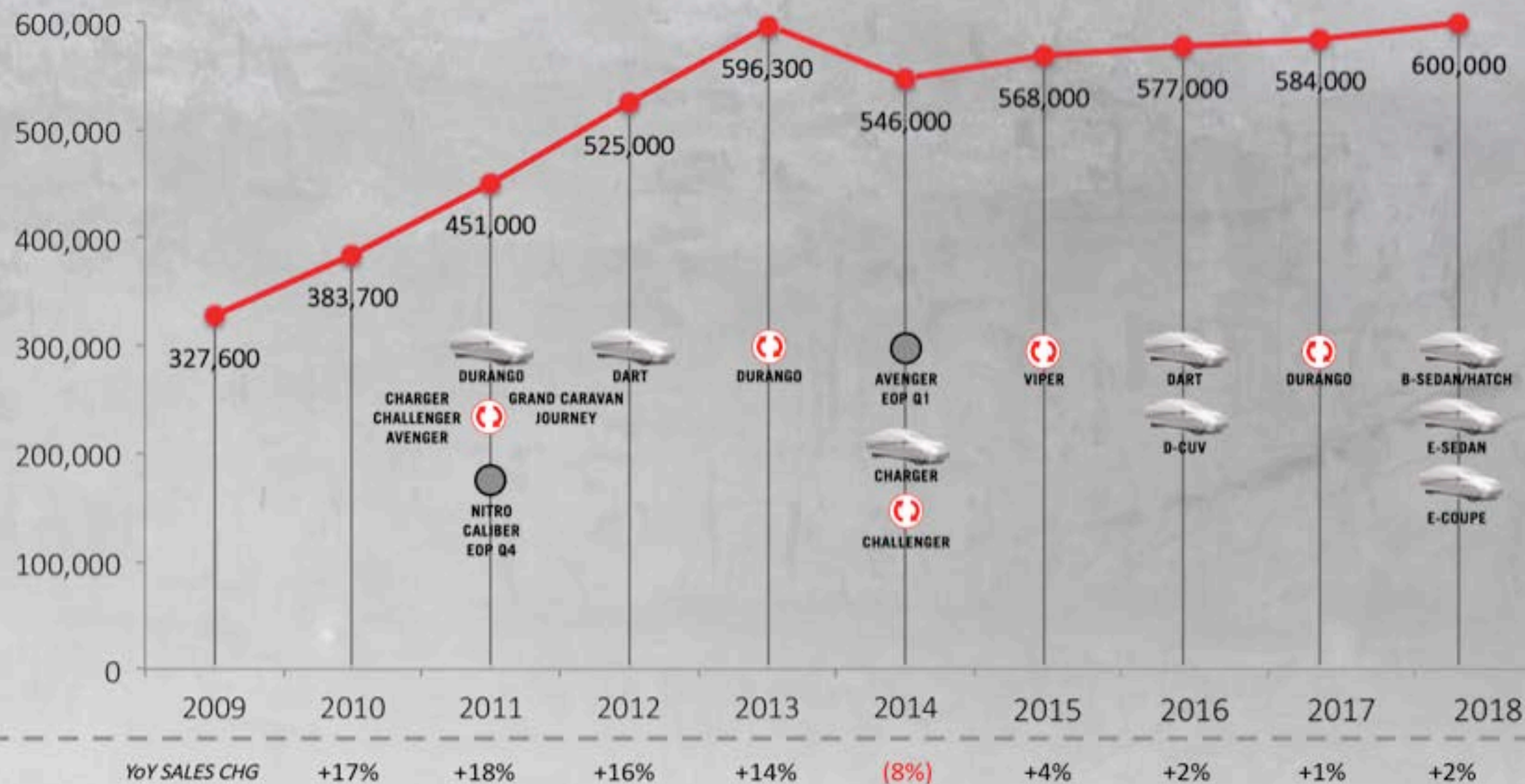
FWD TURBO

AWD HO TURBO

B SEDAN/HATCH

DART SRT

DODGE U.S. TOTAL SALES



DODGE BRAND PRODUCT PLAN



New Vehicle or
Renewal of Existing Nameplate



Mid-Cycle
Freshening



Current



New

2013

2014

2015

2016

2017

2018

VEHICLE

B Sedan / Hatch

Dart

Dart SRT®

Journey / D CUV

D CUV SRT

Challenger

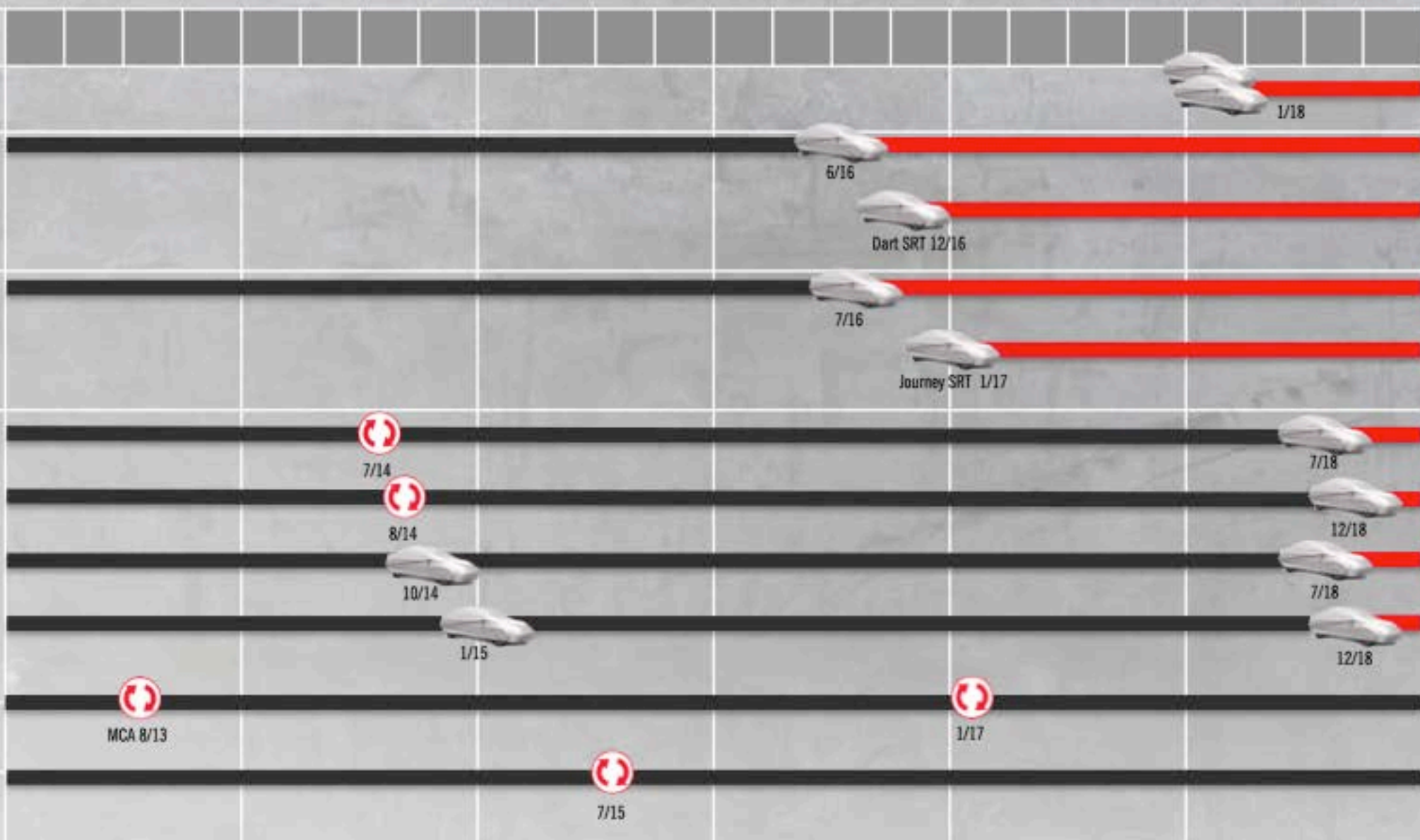
Challenger SRT

Charger

Charger SRT

Durango

Viper





DODGE EXISTS TO
CHAMPION THE UN-BORING
CHALLENGE THE MUNDANE // AMPLIFY WHAT MOVES YOU.



IN DEFENSE OF DRIVING

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