HOW TO NAVIGATE

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TABLE OF CONTENTSTouch/Click the Table of Contents button in the top navigation bar of the screen toadvance to specific areas of interest

VIDEO COMPONENTS To play video embedded within the brochure a live internet connection is required



DODGE DART





///// 2014 DODGE DART WAS NAMED ONE OF THE TEN COOLEST CARS UNDER \$18,000 BY KELLEY BLUE BOOK'S KBB.COM AND ONE OF THE TEN TECH-SAVVIEST CARS UNDER \$20,000.





20:15 DART



///// MOST TECHNOLOGICALLY ADVANCED CAR IN ITS CLASS^{[1]*}



Dodge Dart is many things, but boring and basic don't make the list. It might find its home in the compact car segment, but that doesn't mean it's typical of the others that park there. You see, this isn't a one-size-fits-all category car. It's a car that makes category cars nervous. Dart has been engineered with the DNA that comes from the same 100-year bloodline that birthed Challenger and Charger. It has been engineered without compromise and fortified with technology. It's available with envy-inducing features like the class-exclusive^[1] 8.4-inch touchscreen, leather-trimmed seats and a throaty integrated dual exhaust. And it boasts an interior

that makes plenty of room for everyone and everything, including Dart's cutting-edge reputation. This is the standard to which all others should hold themselves. This is the 2015 Dodge Dart. // Most awarded vehicle in its class^[1] // Mid-size levels of interior roominess // Class-leading^[1] 60 safety and security features // Up to 41 mpg highway[†] // 184-horsepower 2.4L Tigershark[®] engine standard on SXT, Rallye, Limited and GT // Class-exclusive^[1] seven-inch reconfigurable digital gauge cluster // Class-exclusive^[1] 8.4-inch touchscreen // Class-exclusive^[1] LED racetrack taillamps

¹2014 EPA-estimated 28 mpg city/41 mpg highway. Aero model using 1.4L Turbo engine, premium gasoline and 6-speed manual transmission. Actual mileage may vary. *A note about this brochure: all disclaimers and disclosures can be found on the back cover.

It's not that Dart is a master of illusion, it's just an all-out master. Ingenious engineering created an interior with an abundance of overall passenger space and interior volume that allow this compact car to be technically classified by the EPA as a mid-size sedan. Available features like the 60/40 split-folding rear seatback with trunk pass-through give weekend warriors the space they need for their oversized gear. Even Dart's cavernous glove box works overtime to provide enough room to secure a laptop or tablet. The bottom line — Dart has serious space for you, your friends and everything needed for a good time.

STIR THE SENSES.

Outfit Dart with either premium cloth or available supple Nappa leather-trimmed seats with striking accent stitching. Either way, touchpoints are covered in soft materials and tactile grains with sporty pops of color. Available features like Dual-Zone Automatic Temperature Control, ambient lighting, heated seats and heated steering wheel let you create the perfect atmosphere.

Jamming to your favorite tunes has never been easier. The center console is like an entertainment hub with available USB and auxiliary power outlets. The saddle cubbies on the side are perfect for hand-held electronics like your smartphone or MP3 player.

Sometimes it's the simplest things that keep you composed on the daily commute, like caffeine that's easily within reach thanks to perfectly placed cup holders. Opt for available steering wheel-mounted audio controls and there is another reason you'll never want to take your hands off the wheel.

.2.1

CAUGHT YOU LOOKING

Most compact cars don't get second glances. But most cars aren't Dodge Dart. The unmistakable crosshair grille and aggressive-looking fenders grab your attention. Its full-width mask treatment and broad, low-slung stance give it pure Dodge attitude. An overall premium appearance comes from details like the sleek laser-brazed roof, which also improves aerodynamics, and the dramatic, rounded hood. Slim and modern standard projector headlamps or available projector fog lamps with bright accents give Dart a bold presence. It's a total package that makes Dart's exterior just as potent as its performance.

PAGE

7

AVAILABLE CLASS-EXCLUSIVE^[1] RACETRACK LED TAILLAMP AND INTEGRATED DUAL EXHAUST

Inspired by the iconic Charger, 152 individually placed LED lights create an minimum mi available full-width racetrack taillamp. Opt for the class-exclusive^[1] integrated dual exhaust for an even more aggressive parting shot. It's details like this that set Dart apart.

1.00

-170

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LED LIGHTS

2.0L DOHC 16-VALVE TIGERSHARK[®] WITH VARIABLE VALVE TIMING (VVT) ///// 160 horses and 148 lb-ft of torque work together to bring impressive low- and mid-range torque for greater drivability and overall fuel efficiency.

Vol Party

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1.4L SOHC 16-VALVE INTERCOOLED TURBO WITH MULTIAIR® ///// This powerplant, found in the Aero models, churns out 160 horsepower and 184 lb-ft of torque from 2,500 - 4,000 rpm. The exceptional horsepower-per-liter ratio yields the ultimate combination of power and fuel efficiency, allowing you to cruise confidently with up to 41 mpg highway.*

2.4L SOHC 16-VALVE TIGERSHARK WITH MULTIAIR2 ///// Chrysler and FIAT® technologies combine to bring 184 horsepower and 174 lb-ft of torque to this engine.

Dart's six-speed transmission lineup kicks in just as much capability as its engines. Options include a highly advanced, close-ratio, manual PowerTech automatic that can be mated to the 2.0-liter or 2.4-liter engines, or an advanced Dual Dry Clutch Transmission (DDCT) on the 1.4-liter Turbo.

Dart GT's standard sport-tuned suspension system corners more tightly at higher speeds while frequencydampening shock absorbers provide highly responsive control as well as a smooth ride.

*2014 EPA estimated 28 mpg city/41 mpg highway. Aero model using 1.4L Turbo engine, premium gasoline and 6-speed manual transmission. Actual mileage may vary.

PAGE

10



G

DODGE

41 MPG HIGHWAY*

R 184 HORSEPOWER



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French- and Spanish-compatible. Available.





///// CRANK THE MUSIC, MAKE A PHONE CALL, GET DIRECTIONS. features easy-to-navigate icons for radio and SiriusXM® Engineered with technology, available Uconnect® offerings Satellite Radio^[4] controls, personal devices such as an deliver a range of communication and entertainment iPod® or smartphone, climate controls, and available services directly to your Dart. From music to travel navigation and Bluetooth® compatible phones. Bring along destinations, there is a host of available convenient, must-have, your own tunes via remote USB port with an iPod mobile user-friendly options to choose from. The world is yours to device control or Bluetooth Wireless Streaming. The USB control either through the touchscreen or available Voice port can also charge your compatible devices. Available Command^[3] or steering wheel-mounted controls. As large as hands-free calling^[3] can be operated through steering an available class-exclusive^[1] 8.4 inches, the touchscreen wheel-mounted controls or the touchscreen.



1 //// UNSURPASSED^[1] 10 STANDARD AIR BAGS^[7] Dual-stage, adaptive-venting frontal air bags, front seat-mounted pelvic and thorax side air bags, rear-seat side-mounted pelvic air bags, front and rear side-curtain air bags, and driver and frontpassenger knee bolster air bags are all standard.

5 //// BLIND SPOT MONITORING (BSM)^[2]

AND REAR CROSS-PATH DETECTION^[8] Radar continually monitors rear vehicle blind zones and visually and audibly alerts the driver when a vehicle is sensed in the zones. When in Reverse, rear sensors warn through a chime if cross-traffic approaches the vehicle. Available.



6 //// SMARTBEAM™ HEADLAMPS.

This available system automatically switches headlamps from high to low beam and back again when oncoming headlamps, forwardlighting elements or taillamps from the vehicle ahead of yours are sensed. Nighttime driving is also assisted by providing the maximum amount of light possible for any driving scenario.

CLASS-LEADING STANDARD / AVAILABLE SAFETY & SECURITY FEATURES



2 //// PARKSENSE® REAR PARK ASSIST!^[8] When vehicle is in Reverse, these available sensors detect the presence of objects in the backup pathway and provide an audible and visual warning.



3 //// PARKVIEW® REAR BACK-UP CAMERA.^[8] This available system displays an accurate visual reference of what is behind your vehicle when it's in Reverse.

> **4** //// **READY ALERT BRAKING (RAB)**. The system anticipates situations when the driver may initiate an emergency brake stop and uses the Electronic Stability Control (ESC)⁽⁹⁾ pump to precharge the brake system in order to decrease the time required for full brake application. Standard.



7 //// STANDARD ELECTRONIC STABILITY CONTROL (ESC)^[9] This system is designed to assist drivers in maintaining control of their vehicle during extreme steering maneuvers. ESC^[9] senses when a vehicle is starting to spin (oversteer) or plow (understeer), and attempts to correct the vehicle's course by automatically controlling the throttle and applying the brakes at individual wheels.



DART: CHOICES





Power windows

knee bolster air bags

● 10 air bags^[7] including dual-stage

adaptive-venting frontal, front-seat

side-mounted pelvic and thorax, rear-seat

side-mounted pelvic, front and rear side-

curtain, and driver and front-passenger

POWERTRAIN -

DART SE

• 2.0L 160-hp Tigershark® 4-cylinder 6-speed manual or 6-speed automatic transmission

SELECT STANDARD EQUIPMENT -

• 16-inch wheel covers • Low-rolling-resistance tires Body-color grille Projector headlamps • LED stop/turn taillamps • Laminated acoustic windshield • 6-way driver's seat with height adjuster Folding rear seat Soft-touch IP • Premium cluster with tachometer • Outside temperature display Vanity mirrors Uconnect[®] 200 system with AM/FM/CD/MP3 and 4 speakers

 Reactive front head restraints^[10] • Electronic Stability Control (ESC)^[9] • 4-wheel antilock disc brakes Brake Assist and Hill Start Assist • Tire Inflator Kit SELECT OPTIONAL EQUIPMENT -

 Convenience Group • Compact spare tire



• 2.4L 184-hp Tigershark 4-cylinder with MultiAir®2 6-speed manual or 6-speed automatic transmission SELECT STANDARD EQUIPMENT OVER SE -• 16-inch aluminum wheels • Uconnect Voice Command^[3] with • Dark-tinted headlamps Bluetooth® Streaming Audio Automatic headlamps • Steering wheel-mounted audio controls • LED racetrack taillamp • 60/40 split-folding rear seat with trunk Body-color door handles pass-through • Rear armrest with storage and • Power body-color mirrors cup holders • Speed-sensitive power door locks Cruise control and remote keyless entry • Air conditioning with micron filter 6 speakers • Front-sliding center armrest SELECT OPTIONAL EQUIPMENT -

• Uconnect 8.4N system with 8.4-inch touchscreen with Garmin® Navigation, iPod® Control. remote USB port, SiriusXM® Traffic^[4] and SiriusXM Travel Link^[11] (with 5-year subscription), and AM/FM/MP3 ParkView[®] Rear Back-Up Camera^{[8} Cold Weather Group • Sun and Sound Group Compact spare tire



POWERTRAIN

• 2.4L 184-hp Tigershark[®] 4-cylinder with MultiAir[®]2 6-speed manual or 6-speed automatic transmission SELECT STANDARD EQUIPMENT OVER SXT -• 17-inch Hyper Black aluminum wheels • Dark headliner Black crosshair with Black mask Sedoso cloth with Light Tungsten grille surround accent stitching Projector fog lamps • Leather-wrapped steering wheel • Integrated dual exhaust with bright tips • Leather-wrapped shifter (automatic only) Accent stitching on IP brow and Rallye badge Touring suspension center armrest SELECT OPTIONAL EQUIPMENT -• Uconnect® 8.4N system with 8.4-inch touchscreen with Garmin® Navigation, iPod® Control, remote USB port, SiriusXM® Traffic^[4] and SiriusXM Travel Link^[11] (with 5-year subscription), and AM/FM/MP3 ParkView[®] Rear Back-Up Camera^[8] Cold Weather Group Sun and Sound Group

Rallye Package available on SXT

Compact spare tire



POWERTRAIN -

• 2.4L 184-hp Tigershark 4-cylinder with MultiAir2 6-speed manual or 6-speed automatic transmission

SELECT STANDARD EQUIPMENT OVER RALLYE -

• 18-inch Gloss Black aluminum wheels Black fog lamp spear and bezel Black mirrors

DART BLACKTOP

SELECT OPTIONAL EQUIPMENT -----

• Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Traffic^[4] and SiriusXM Travel Link^[11] (with 5-year subscription) and AM/FM/MP3 ParkView Rear Back-Up Camera^[8] Compact spare tire Cold Weather Group • Sun and Sound Group

Blacktop Package available on SXT

PACKAGES

CONVENIENCE GROUP (OPTIONAL ON SE) — Air conditioning with micron filter, body-color power mirrors, body-color door handles, speed-sensitive power door locks, remote keyless entry, Uconnect hands-free communication with Bluetooth,^{®[3]} steering wheel-mounted audio controls, remote USB port, cruise control, underbody Aero treatment, active grille shutters

TECHNOLOGY GROUP (OPTIONAL ON GT AND LIMITED) — Blind Spot Monitoring (BSM)^[2] Rear Cross-Path Detection^[8] rainsensitive windshield wipers, High Intensity Discharge (HID) headlamps, ParkSense[®] Rear Park Assist^[8] intrusion alarm. SmartBeam™ headlamps

SUN AND SOUND GROUP (OPTIONAL ON SXT, RALLYE, BLACKTOP **AND GT)** — 9 Alpine speakers with subwoofer and 506-watt amplifier, power sunroof, 8.4-inch touchscreen system, illuminated instrument panel surround, iPod Control, USB port, ParkView Rear Back-Up Camera,^[8] glove box lamp, SiriusXM Satellite Radio^[4] (with 1-year subscription)

COLD WEATHER GROUP (OPTIONAL ON SXT. RALLYE AND **BLACKTOP)** — Heated cloth seats, heated mirrors and remote start (automatic only)

DART AERO

• SiriusXM Satellite Radio^[4]

(with 1-year subscription)

Uconnect Voice Command^[3]

touchscreen and MP3

iPod Control

• Remote USB port

Underbody Aero Kit

Active grille shutters

• Uconnect 8.4 system with 8.4-inch

• Illuminated instrument panel surround

• Remote keyless entry with panic alarm

ParkView Rear Back-Up Camera^[8]

• Unique aluminum suspension components

POWERTRAIN -

• 1.4L 160-hp and 184 lb-ft MultiAir Intercooled Turbo 6-speed manual or 6-speed DDCT

SELECT STANDARD EQUIPMENT OVER SE -

• 16-inch Tech Silver aluminum wheels • 6 speakers • Automatic headlamps Body-color power mirrors Body-color door handles • LED racetrack taillamp • Air conditioning with micron filter Power door locks • Trip computer • 7-inch reconfigurable digital gauge cluster • Electronic Vehicle Information Center (EVIC) • Leather-wrapped steering wheel with audio controls

 Cruise control SELECT OPTIONAL EQUIPMENT -

• Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, SiriusXM Traffic^[4] and SiriusXM Travel Link^[11] (with 5-year subscription), and AM/FM/MP3 Compact spare tire



POWERTRAIN -• 2.4L 184-hp Tigershark 4-cylinder with MultiAir2 6-speed manual or 6-speed automatic transmission SELECT STANDARD EQUIPMENT OVER RALLYE -

 18-inch Satin Silver aluminum wheels Power, heated mirrors with supplemental signals Keyless Enter 'n GoTM with push-button start Power 10-way driver's seat Unique perforated Nappa leather-trimmed seating with Ruby Red accent stitching SELECT OPTIONAL EQUI 	 Heated front seats and heated steering wheel Uconnect 8.4 system with 8.4-inch touchscreen, iPod Control, remote USB port and SiriusXM Satellite Radio^[4] (with 1-year subscription) 7-inch reconfigurable digital gauge cluster Ambient LED interior lighting 		 Sport suspension with frequency-sensing dampening shocks Unique engine calibration Unique performance steerin Unique 2.4L engine cover Dual-Zone Automatic Temperature Control Universal Garage Door Opener 	
• Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Travel Link ¹¹¹ (with 5-year subscription) and AM/FM/MP3		 18-inch Hyper Black aluminum wheels Power sunroof Technology Group Sun and Sound Group 		



POWERTRAIN -

• 2.4L 184-hp Tigershark 4-cylinder with MultiAir2 6-speed automatic transmission SELECT STANDARD EQUIPMENT OVER SXT -• 17-inch Satin Silver • Leather-wrapped steering • Speed-sensitive power wheel with cruise and locks, express-up/down aluminum wheels Projector fog lamps front windows audio controls

• Automatic bright Heated steering wheel Ambient LED interior lighting Leather-wrapped shifter chrome headlamps Power, heated mirrors with
 Uconnect 8.4N system with
 SiriusXM Satellite Radio^[4] supplemental signals 8.4-inch touchscreen with (with 1-year subscription) Keyless Enter 'n Go[™] with Garmin Navigation, iPod • Dual-Zone Automatic push-button start Control, remote USB port, Temperature Control SiriusXM Satellite Radio^[4] • Universal Garage Power sunroof Nappa leather-trimmed and SiriusXM Travel Link^[11] Door Opener seats with accent stitching (with 5-year subscription) • Active grille shutters • Power 10-way driver's seat • 7-inch reconfigurable Heated front seats digital gauge cluster

SELECT OPTIONAL EQUIPMENT -

• 17-inch polished aluminum wheels • High Intensity Discharge (HID) Bi-xenon headlamps

• 9 Alpine[®] speakers with subwoofer, surround sound and 506-watt amplifier • Compact spare tire • Technology Group

PAGE 19

W H E E L : C H O I C E S

- 1 / / / / / 16-INCH WHEEL COVER (STANDARD ON SE)
- 2 ////// 16-INCH ALUMINUM (STANDARD ON SXT)
- 3 ///// 16-INCH TECH SILVER ALUMINUM (STANDARD ON AERO)
- 4 ///// 17-INCH HYPER BLACK ALUMINUM (INCLUDED IN RALLYE APPEARANCE GROUP ON SXT)
- 5 ///// 17-INCH SATIN SILVER ALUMINUM (STANDARD ON LIMITED)
- 6 ////// 17-INCH POLISHED ALUMINUM (OPTIONAL ON LIMITED)
- 7 ////// 18-INCH GLOSS BLACK ALUMINUM (INCLUDED IN BLACKTOP PACKAGE ON SXT)
- 8////// 18-INCH SATIN SILVER ALUMINUM (STANDARD ON GT)
- 9 ////// 18-INCH HYPER BLACK ALUMINUM (OPTIONAL ON GT)

INTERIOR: CHOICES



- 1 ////// Sedoso cloth in Black with Sport mesh inserts standard on SE and Aero
- 2 ////// Sedoso cloth in Light Frost with Sport mesh inserts and Pearl accent stitching standard on SXT
- 3 ////// Sedoso cloth in Black with Sport mesh inserts and Light Tungsten accent stitching standard on SXT; included in Rallye Appearance Group and Blacktop Package
- 4 ////// Sedoso cloth in Black with Ruby Red Sport mesh inserts with accent stitching optional on Blacktop Package on SXT

- 5 ////// Nappa perforated embossed leather trim in Black with Ruby Red accent stitching standard on GT
- 6 ////// Nappa leather trim in Black with Axis perforated inserts and Light Tungsten accent stitching standard on Limited
- 7 ////// Nappa leather trim in Ceramic White with Axis perforated inserts and Tungsten accent stitching standard on Limited

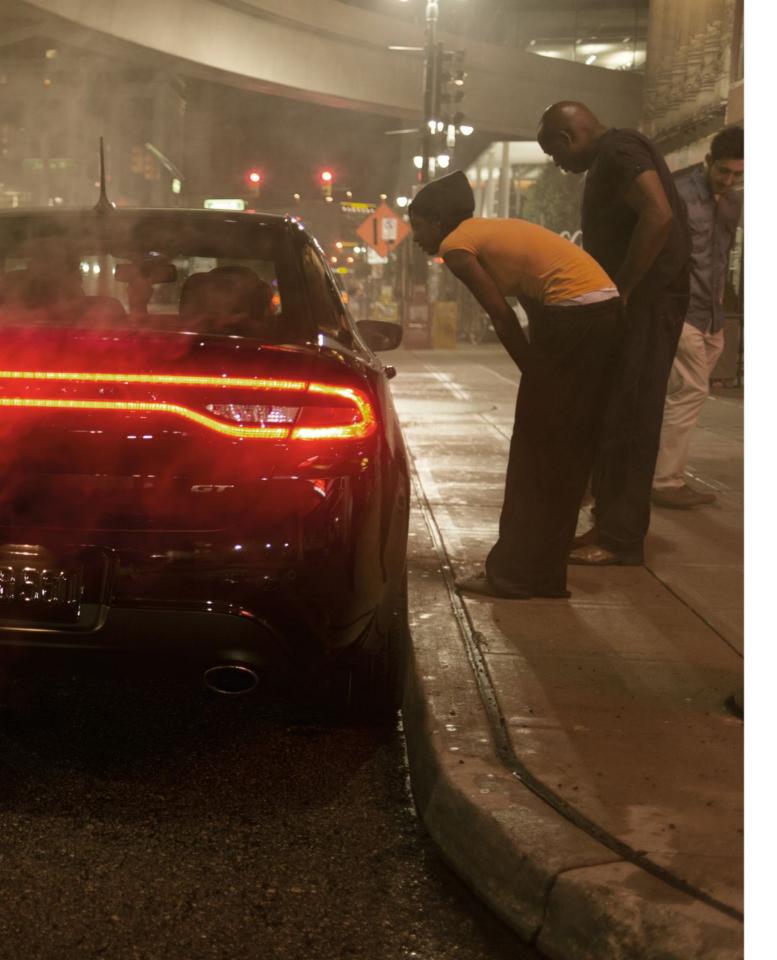




----- ///// Dart Blacktop shown in Vitamin C.

We've been making cars for 100 years. We started with two brothers. They tinkered, experimented and sweated the details. They had energy and conviction that were impossible to ignore. They set the standard for us and for those who come after us. Dodge means doing things for a reason and being proud of the things we do. We want people to actually use their car for what the car is built to do. We think the car has been commoditized and that America's drivers have been abandoned. We want to bring back America's passion for driving. We will do this one Dodge at a time. This is what it means to be "Born Dodge"

PAGE



DODGE GOODS



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. Refer to dodge.com/life for our full product lineup.

VISIT DODGE.COM/LIFE





DODGE IS A REGISTERED TRADEMARK OF CHRYSLER GROUP LLC. FORM NO. 74-383-2537_9/14 (75M)_LITHO IN U.S.A



You

11] Based on 2014 Ward's Small Upper Sedan vehicle segmentation costing under \$25,000.12] Always check visually for vehicles prior to changing fanes. (3) The Uconnect Phone requires a mobile phone equipped with the Bluetocht Hands Free Profile. To check phone compatibility, please visu UconnectPhonecom, [4] Sinis XM audo and data services each require a subscription flag you choose with undornal automatically requeres thereaft thereaft the vehicles in motion. Always explore thereaft are values a subscription flag you choose with undornal values and you with be charge @ 2014 Sinis XM Radio Inc. Sinis, XM and all related marks and logos are trademarks of Sinis XM Radio Inc. [5] Phone must support Bluetocht Phone Book Access Profile (PBAP). [6] Wifs subscription required. This feature is and intended for use by the driver while the whole is in motion. Always drive carefully (1) The Advanced Front Air Bags in this vehicle are estitued to the new U.S. fedaral regulatons for advanced and and support Bluetocht Phone must support Bluetocht Phone Packet Register and and younger should always rede thereinal dangs the budget up in a reas and flag the whole is in motion. Always drive carefully (2) The Advanced Front Air Bags in this vehicle are estitued to the new U.S. fedaral regulatons for advanced ware and the vehicle sin motion. Always explore the laws of physics or overcome careless driving advances the laws of physics or overcome careless driving attempting flag to the vehicle sin motion. Always explore the laws of physics or overcome careless driving attempting flag to the head vehicle within a passenger for full advance and flag conditions. Always explore the advanced from the flag data sheed and driving behavior to preveiling road conditions. Always explore the advanced advance and the advance advance advanced advance advanced advance advanced advance advanced adv

DODGE DART //// DODGE.COM //// 800-4ADODGE

Research

BUILD & PRICE

COMPARE MODELS

SIGN UP FOR UPDATES



DODGE.COM

SCHEDULE A TEST DRIVE

Cost

Locate

FIND A DEALER

VIEW INCENTIVES & OFFERS