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”
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.
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
<table>
<thead>
<tr>
<th>Engine Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.4-LITER MULTIAIR® TURBO</td>
<td></td>
</tr>
<tr>
<td>5.7-LITER HEMI® V8 WITH ‘MDS’ FUEL SAVER TECHNOLOGY</td>
<td></td>
</tr>
<tr>
<td>2.4-LITER TIGERSHARK® WITH MULTIAIR II</td>
<td></td>
</tr>
<tr>
<td>6.4-LITER HEMI V8 WITH ACTIVE INTAKE</td>
<td></td>
</tr>
<tr>
<td>3.6-LITER PENTASTAR® V6 WITH VARIABLE VALVE TIMING</td>
<td></td>
</tr>
<tr>
<td>6.2-LITER SUPERCHARGED HEMI V8</td>
<td></td>
</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Year</th>
<th>YoY Sales Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>+39%</td>
</tr>
<tr>
<td>2011</td>
<td>+23%</td>
</tr>
<tr>
<td>2012</td>
<td>+32%</td>
</tr>
<tr>
<td>2013</td>
<td>+3%</td>
</tr>
<tr>
<td>2014</td>
<td>+133%</td>
</tr>
</tbody>
</table>

+ 43% Industry Average
WHY THE CHARGER?
CHARGER HAS ITS OWN UNIQUE PERSONALITY
EXTROVERTED // ADVENTUROUS // AGGRESSIVE // EXCITING

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

TOP CROSS-SHOPPED

<table>
<thead>
<tr>
<th>Car</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nothing</td>
<td>27%</td>
</tr>
<tr>
<td>Challenger</td>
<td>24%</td>
</tr>
<tr>
<td>Camaro</td>
<td>22%</td>
</tr>
<tr>
<td>300</td>
<td>20%</td>
</tr>
</tbody>
</table>

TOP PURCHASE REASONS

<table>
<thead>
<tr>
<th>Reason</th>
<th>Charger</th>
<th>Std Full-Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Image &amp; Style</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>Fun to Drive</td>
<td>11%</td>
<td>5%</td>
</tr>
</tbody>
</table>
WHY THE CHARGER?
CHARGER IS #1 IN SHARE WITH ONLY A 3.2% SHARE OF VOICE

Source: Retail of Retail Share is 13CYTD Experian Registrations, Excludes Hybrids. Share of Voice is Kantar through November 2013

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

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

CHALLENGER

DURANGO
DURANGO – LAUNCHED OCTOBER 2013
DURANGO U.S. RETAIL SALES TREND

<table>
<thead>
<tr>
<th>Year</th>
<th>YoY Sales Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>+2%</td>
</tr>
<tr>
<td>2012</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>+44%</td>
</tr>
<tr>
<td>2014</td>
<td>+6%</td>
</tr>
</tbody>
</table>

+55% Segment Average
CHALLENGER U.S. RETAIL SALES TREND

Year | YoY Sales Change
--- | ---
2010 | +43%
2011 | +9%
2012 | +8%
2013 | +7%
2014 | +24%

Dodge
+54%
+ 31% Segment Average
CHARGER U.S. RETAIL SALES TREND

2010: +85%
2011: +43%
2012: +11%
2013: +11%
2014: +227%

YoY SALES CHANGE

+32% SEGMENT AVERAGE
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

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

MID-SIZE SEGMENT
ONE BRAND...ONE VISION...ONE VOICE...DODGE
## DODGE BRAND PRODUCT PLAN

<table>
<thead>
<tr>
<th>VEHICLE</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>B Sedan / Hatch</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1/18</td>
</tr>
<tr>
<td>Dart</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6/16</td>
<td></td>
</tr>
<tr>
<td>Dart SRT®</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Journey / D CUV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7/16</td>
<td></td>
</tr>
<tr>
<td>D CUV SRT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Challenger</td>
<td></td>
<td></td>
<td>7/14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Challenger SRT</td>
<td></td>
<td></td>
<td>8/14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charger</td>
<td></td>
<td></td>
<td>10/14</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Charger SRT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durango</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1/17</td>
<td></td>
</tr>
<tr>
<td>Viper</td>
<td></td>
<td></td>
<td></td>
<td>7/15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Dodge exists to champion the un-boring. Challenge the mundane // amplify what moves you.
IN DEFENSE OF DRIVING
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