IT WAS BORN TO CARVE OUT A CATEGORY.
THE SHEET METAL WAS SCULPTED TO DISPLAY UNMISTAKABLE DEFINITION.
The suspension was designed to dismiss any curves that come before it.
THIS IS NOT A FORMULA.
THIS IS AN ORIGINAL THAT'S BEEN BUILT TO BE FOLLOWED.
THE ALL-NEW 2011 DODGE CHARGER IS A FINELY TUNED PIECE OF MODERN ENGINEERING THAT IS APPOINTED TO PERFORM. IT IS PACKED WITH TECHNOLOGY THAT LEAVES OTHERS BEHIND... AND ENGINES THAT CAN WISELY LEAVE IT ALL BEHIND.
CHARGER SHINES IN ANY COLOR.
**CHOOSE YOUR CHARGER**

**CHARGER SE.** Seven ways to take five in one-of-a-kind style. From its sculpted silhouette down to its 17-inch aluminum wheels, straight through technology components like ABS, Traction Control, Electronic Stability Control (ESC)\(^1\) and convenience breakthroughs like Keyless Enter ‘N Go and Uconnect Touch, every Charger surprises with appointments. When it comes to performance, just decide what side dishes best suit your appetite. **CHARGER RALLYE AND CHARGER R/T.** These add some à la carte attitude. The Pentastar® V6-powered Rallye arrives with fog lamps, 18-inch polished and painted aluminum wheels, SIRIUS® Satellite Radio,\(^2\) a 12-way power driver seat, remote start, and heated front seats and mirrors. Opt for the HEMI® V8-powered R/T and add a rear spoiler, High Intensity Discharge (HID) headlamps, and optional all-wheel drive (AWD) to the recipe. **CHARGER RALLYE PLUS AND CHARGER R/T PLUS.** Rallye Plus provides 18-inch chrome-clad wheels, Nappa leather seating surfaces, heated rear seats, and illuminated heated/cooled cup holders. The R/T Plus adds the HEMI V8 and an available AWD system that gives consistent high-performance ride and handling. **CHARGER R/T ROAD & TRACK.** There’s a reason it’s not called Field & Meadow. Add a 3.06 axle to 20-inch chrome-clad wheels, Satin Black grille surround, and the heritage badging. The interior boasts performance seats with suede inserts. The available Super Track Pak with performance steering and brakes, three-mode ESC,\(^3\) three-season tires and sport suspension leaves doubters in the dust. **CHARGER R/T MAX.** Checks all the boxes and includes Blind Spot Monitoring\(^4\) with Rear Cross-Path Detection,\(^5\) Adaptive Cruise Control\(^6\) and Forward Collision Warning,\(^7\) Uconnect Touch 8.4N radio with ParkView\(^8\) Rear Back-Up Camera,\(^9\) ParkSense\(^10\) Rear Park Assist System,\(^11\) heated steering wheel, and 9-speaker surround sound with 506-watt amplifier.

\(^{1}\)A note about this brochure: All disclaimers and disclosures can be found on page 21.
Loaded with attitude, the first of a legendary line of Dodge Chargers hit the automotive scene in 1966. On streets crowded with muscle cars, Charger carved its place in history right from the start. Its fastback roofline, full-width taillamps and four-bucket seating configuration quickly set it apart from the inside out. When the Charger came under the knife in 1968, the Chrysler design team was tasked with sculpting a shape that would be slippery enough to break out of the pack on the banking of Daytona International Speedway® and the circuits beyond. So they did. Its look was so tapered around the midsection that it resembled a nostalgic hourglass shape. It also earned a place in racing history, and won 124 Sprint Cup races and netted four drivers’ championships. Throughout the decades, the Charger design and engineering went through several evolutions until it was essentially retired after the 1978 model year. In 1999 it reemerged as a concept vehicle at the Detroit North American International Auto Show®. The Charger R/T concept was overwhelmingly received by car lovers everywhere. In 2006 Charger was unleashed once again as a production vehicle and helped Chrysler Group LLC relaunch the rear-wheel-drive platform in a provocative new way. This dose of modern muscle showcased the latest and greatest in automotive technology, performance, and safety. Dodge designers sculpted a vehicle that spotlighted all that was good about American cars – a bold front end, strong shoulders, and fastback design that grabbed the attention of enthusiasts everywhere. And now, the 2011 model year welcomes an all-new Charger. The newest generation pays homage to its roots with classic styling, dual rectangular chrome-tipped exhaust, scalloped hood and door accents, full-width LED taillamps, and modern, powerful engines. And once again it can be said, the Dodge rebellion wants you!
A JUST-IN-THE-NICK-OF-TIME MACHINE.

The all-new 2011 Charger takes the best of classic Charger design elements and fuses them with modern, aerodynamic style. The newly sculpted body flaunts scalloped doors, a dual scalloped hood, and the Charger throwback styling. The new signature Dodge grille features a distinct four-quadrant crosshair design with Black Satin inset and chrome surround. It's the perfect balance of blacked-out to brightwork. A new laser brazed roof eliminates roof ditch moldings for a purely premium appearance. Standard automatic quad halogen reflector headlamps with Gloss Black bezels or available low-beam High Intensity Discharge (HID) headlamps project light and attitude with equal authority. Available SmartBeam™ headlamps automatically and instantly adjust brightness and intensity when approaching forward lights from another vehicle are detected.

CHARGER R/T MAX IN TOXIC ORANGE PEARL.
THESE TAILLIGHTS ARE A NOD TO THE PASTED. It is a “racetrack” that’s built with LED points of illumination, each one working to provide a throwback effect with the most modern of materials. There’s a reason the Dodge design team in the Chrysler Group LLC design studio spent so much time on the rear of the new Charger – it’s a view that the driving public will get used to seeing. After all, Charger has a rich history of leaving this kind of lasting impression.
Engineered to be effortless on the highways and enthusiastic off the corners, the all-new Charger gets its momentum from a powerful yet efficient V6 or V8 engine. Both engine choices feature Variable Valve Timing (VVT) to substantially help improve fuel efficiency and maximize performance.

1. The Charger 5.7-liter HEMI V8 engine gives drivers a best-in-class combination of V8 horsepower and fuel economy [EPA estimated 16 city/25 hwy mpg] thanks to Fuel Saver Technology that allows the engine to seamlessly switch from eight cylinders to four in highway traffic or during cruising, creating the perfect formula of power, efficiency, and conscience. This powerhouse delivers a stunning 370 horsepower and 395 lb-ft of torque with sport-car handling for the ultimate driving experience. 

2. With best-in-class horsepower, the all-new 3.6-liter DOHC VVT Pentastar V6 engine, named one of Ward's 10 Best Engines for 2011, draws on advanced automotive engine technology for outstanding power and a blend of high torque, fuel economy (EPA estimated 18 city/27 highway mpg), low emissions, and first-rate noise, vibration, and harshness (NVH) control. The numbers speak volumes – 292 horsepower, 260 lb-ft of torque, and an estimated 5 percent increase in fuel efficiency of 18 city/27 highway mpg. Flex Fuel capability lets you fill up with gasoline or E85 fuel. The class-exclusive five-link rear suspension geometry is completely re-engineered for a performance-oriented sport-tuned ride, improved body and wheel control, optimized road surface contact, and engaging handling prowess.
WITHOUT A DOUBT. It's more than down with a low ride to handle its high road-and-track performance. The all-new touring and performance-tuned Charger gets even with its impressive powerhouse engines and tops it off with notable suspension and chassis control refinement. The completely re-engineered front suspension provides a smoother ride and improved performance. A lowered and larger shock and sway application reduces harshness over bumps and improves durability. An increased steering gear travel ensures tighter maneuverability while an electrohydraulic power steering system optimizes handling capabilities in line with each Charger character. With the most advanced available all-wheel-drive system in its class, the on-demand active transfer case automatically provides a seamless transition between rear-wheel and all-wheel drive, consistently delivering outstanding performance and handling. It's packed with standard control offerings like ABS, Hill Start Assist, Ready Alert Braking, two modes of Electronic Stability Control (ESC), Traction Control, Brake Assist, and Rain Brake Support, which applies slight pressure and dries the brake discs when wipers are activated. You might think this vehicle could drive itself, but your first grip of the wheel tells it who's in charge.
Dodge Charger has always stood for standing out. The interior of the all-new 2011 Charger is no exception. Inside you’ll find a modern package of comfort, technology, and exceptionally designed details. Seat surfaces are covered in either premium cloth or available Nappa leather. All pillars are wrapped in fabric, which speaks volumes to craftsmanship and refinement. Armrests, door trim panels, and the instrument panel all feature soft-touch materials. Stunning Sapphire Blue LED lighting illuminates the door pulls, center console, and cup holders, and is available in the footwells and overhead console. A uniquely executed aluminum-bezel framework for the entire instrument panel cluster provides a seamless flow-through uniformity to its design. Leave it to Charger to impose a powerful presence inside and out.
At first glance, there's enough eye candy inside the all-new 2011 Charger to rev your senses — premium soft-touch materials, available distinct interior color combinations, and upscale accent finishes. But it's also the inconspicuous touches — like the acoustic dual-laminated windshield and front-safety side glass, body-cavity silencing foam, under-flush roll-framed doors with triple seals, and noise-dampening lined wheel wells — that all work together to absorb road noise and keep the cabin quiet.

Charger's seats are engineered with new seat technology to deliver long-distance comfort for all five passengers. A new serpentine spring suspension allows for a more even distribution of weight while front seatbacks carry a new available power four-way lumbar system. For extra luxury, front seats use multiple layers of foam to create a “pillow-top” feel and offer available heated front and rear seats. To further ensure comfort, enjoy the standard six-way power driver’s seat or the available 12-way driver and front-passenger seats.

Standard 60/40 split-folding rear seats with available heat offer spacious comfort while their flexibility easily accommodates combined large loads. Completely fold the seats down and access the redesigned trunk with improved lining. Opening the trunk from the outside is even easier, thanks to the standard Keyless Enter ‘N Go system with proximity entry that allows entry via the personalized key fob or sensor located on the rear center-mounted stop light.
A MODERN REINVENTION. The Charger dynamic driving experience doesn’t end with the feeling that comes from stepping on the gas pedal. It instinctively flows from the powertrain and spreads through the driver-focused cockpit. For greater performance feel and grip, there’s a new thicker-rim three-spoke steering wheel with available leather wrap and hammered French seam stitching. All steering wheels have front-mounted backlit cruise and EVIC/customer-programmable display controls, and audio controls located on the rear surface. Opt for the available 380° heated steering wheel and keep your hands warm on even the coldest of mornings.

The newly sculpted instrument panel features a high-impact three-dimensional dual gloss grain reminiscent of leather and is typically found on more expensive sedans. A premium seamless, real billeted aluminum bezel insert runs through the instrument panel, and is used in the center console bezel for a more race-inspired feel. The available automatic temperature control with humidity sensor is so clever it enables an auto-defog capability that virtually eliminates the need for manually setting the defog function and improves driver visibility. Both the oversized glove box and center console feature flocking for a superior soft-touch feel. The center console lifts and slides for the easy access of all passengers and has spaces for change, travel essentials, and has multiple ports (AUX, 12-volt, and USB) for personal electronic devices. A tambour door access leads to dual illuminated cup holders and is outfitted with ambient Blue lights. Opt for the cooled/heated cup holders that work independently of each other. When heat is selected, the ring glows Red.
WANT THE LATEST IN TECH? U GOT IT.

Charger offers the newest generation of premium sound and entertainment systems from Dodge. These intuitive, high-tech radios offer fully integrated sources of in-vehicle music, technology, and information. Depending on model and availability, Uconnect Touch systems include either a 4.3- or 8.4-inch color touch-screen display, AM/FM/CD radio, with supported MP3/WMA digital formats, and audio input jack. Select models also offer voice-command capability, hands-free calling and wireless streaming audio via Bluetooth® technology; Garmin® navigation; SIRIUS® Satellite Radio® with one-year subscription included; an SD card slot and USB port for playing digital music files; and album, artist, genre and playlists, and album cover art display information. ALL-NEW UCONNECT TOUCH. From the Charger standard touch screen, most comfort and convenience features – HVAC, heated seats, power convenience features, radio controls, and more – can be accessed through the screen’s display. GARMIN NAVIGATION. Opt for available Uconnect Touch 8.4N with GPS navigation from Garmin. This dependable, must-have navigation tool features the Garmin intuitive user interface and brings the Garmin consumer experience to a factory in-dash radio. AVAILABLE PARKVIEW® REAR BACK-UP CAMERA. This system displays an accurate visual reference of what is behind your vehicle via the touch screen when you are driving in Reverse.

PHONE: Talking on the phone while driving has never been easier – or more responsible. Uconnect® Voice is the in-vehicle, voice-activated communication system that allows you to put 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 — so you can call whatever you want by simply saying their name.

WEB: Put the power of high-speed Internet in your vehicle with Uconnect Web. Effortlessly connect any Wi-Fi enabled device to the Internet at 3G broadband speeds, making your vehicle a mobile hotspot. 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 – it’s all wireless. Subscription required. Sold separately.

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

ENTERTAINMENT: Manage all of your media. You’ll have seven ways to access audio, including SIRIUS Satellite Radio® (your first year of service is included), iPod® Control with Voice Command, Bluetooth streaming audio, audio input jack, CD, SD card slot and radio.

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.

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When you enhance your Charger with Authentic Dodge Accessories by Mopar, you'll make your vehicle even more outstanding. **AS SHOWN ABOVE: 20-INCH CLASSIC WHEEL.** Machined to match your vehicle's exact specifications, this premium polished wheel features a five-spoke design and offers a guaranteed long-lasting shine. **BODYSIDE STRIPE DECAL KIT.** This Black kit is constructed of fade- and weather-resistant vinyl and shows off a heritage-inspired design. **BLACK CHROME GRILLE SURROUND.** Give your Charger's front end a unique and custom look. This custom Surround enhances your vehicle's aesthetic appeal. **LOWER FRONT FASCIA AIR DAM.** The Black custom-fit front Air Dam aggressively complements your vehicle's natural contours and is designed to retain its fit and finish. **AS SHOW ON RIGHT: REAR SPOILER.** This premium Spoiler is molded to provide the dual benefits of strength and style, and is designed to match the lines of your Charger for a sporty appearance. **18-INCH RALLYE WHEEL.** Give your Charger the edge in attitude. This unique wheel features a five-spoke design with gloss and painted Black spokes and a Silver lip. This eye-catching custom wheel is designed to deliver a smooth and balanced ride. For the full range of accessories, visit mopar.com.
ALL-WHEEL DRIVE. LIKE RIGHT NOW.

For everything that its legendary ancestors offered, the most impressive Charger attributes may be something that they never had. Opt for all-wheel drive (AWD) with automatic front axle disconnect on Charger R/T, R/T Plus, and R/T Max and the system seamlessly transitions between rear-wheel drive and AWD with no driver intervention. The system provides power on demand between the front and rear differentials as needed. When AWD is not required, the system automatically disconnects the front axle and opens the transfer case from the drivetrain to reduce friction and rotational mass and maximize fuel efficiency. However, AWD is automatically triggered when wheel slip is detected, AutoStick is engaged, the ESC\(^1\) system is turned off, or the windshield wipers are activated. Charger ride height has been lowered approximately 13 mm for optimized performance and handling. Chrysler Group LLC is the only manufacturer to offer these two independent technologies together.
WHEN IT COMES TO AERODYNAMICS, CHARGER IS SLIPPERY FROM THE GROUND UP. Raked back windshields and sculpted rear spoilers announce an attention to aerodynamics, but Charger’s underbody quietly works equally as hard to slice the wind. An improved-for-2011 design, its streamlined profile is a major reason why Charger now boasts a drag coefficient (Cd) of approximately 0.29. This extensive shielding is the kind of major detail that may not be seen, but leaves its mark by benefitting both speed and efficiency.
The brilliant blend of 21st-century technology and smart engineering give Charger the best in automotive innovations. KEYLESS ENTER 'N GO. This new technology automatically unlocks doors when you pull the handle, instead of having to fumble for a key fob. Once inside, a simple press of the Start/Stop button and brake pedal brings the Charger engine to life.

BLIND SPOT MONITORING (BSM)® WITH REAR CROSS PATH DETECTION™ Dual radar sensors constantly monitor driver blind spots, providing notification of an encroaching vehicle via illuminating icons on the sideview mirrors and by audible chime. The system also includes Rear Cross Path Detection, which monitors for vehicles/objects in perpendicular relationships to the vehicle while backing out of tight parking spots. Available. PARKSENSE® REAR PARK ASSIST SYSTEM™ When in Reverse, sensors detect the presence of objects within 6.5 feet in the backup pathway and provide both an audible chime and a visual warning. Available. ADAPTIVE CRUISE CONTROL (ACC)™ Automatically adjusts cruising speed to maintain a preset distance between your vehicle and the one ahead. Available. FORWARD COLLISION WARNING (FCW)™ Radar sensors detect when a vehicle may be approaching an object too rapidly, alerting driver with both an audible chime and a visual warning. Available. RAIN-SENSITIVE WIPERS. System sensors automatically detect moisture on the windshield and activate wipers. Available. SMARTBEAM® HEADLAMPS. Low-beam High Intensity Discharge (HID) headlamps automatically adjust to oncoming traffic to keep the lamps focused on the road ahead. Available. REMOTE START. The available Smart Remote Start system operates from as far as 200 feet. It starts the vehicle via fob activation, as well as activates the climate control and the available heated seats and heated steering wheel, depending on temperatures outside and inside the vehicle.

THIS IS NOT A GAME
Safety and security are the driving principles behind every Dodge vehicle, including the all-new Charger. RAIN BRAKE SUPPORT. During rainy conditions and when the vehicle’s wiper system is activated, the ESC system conditions the rotors, allowing optimal operation. AIR BAGS: Advanced multistage front air bags, supplemental front-seat mounted pelvic-thorax side air bags, driver’s side knee air bags and supplemental side-curtain air bags 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. REACTIVE HEAD RESTRAINTS: In the event of a rear collision, these standard head restraints help to reduce the chance of injury for front-seat occupants. ELECTRONIC STABILITY CONTROL (ESC): A standard vehicle-wide network of safety sensors provides instant aid when it detects that you’re veering off your intended path. This robust system includes antilock brake system (ABS) with Brake Assist and all-speed traction control. READY ALERT BRAKING (RAB). The system anticipates situations when the driver may initiate an emergency brake stop and uses the ESC pump to pre-charge the brake system in order to decrease the time required for full brake application. BRAKE ASSIST: When the system senses that a panic braking event has occurred, it provides increased braking pressure for optimal stopping distances.

IMPROVED CRUSH ZONES: Designed to divert and dissipate impact energy away from the passenger compartment, helping minimize injuries in the event of an accident. INTELLIGENT BATTERY SENSOR (IBS). This standard system continually measures the flow of current into and out of the battery. This enables “intelligent lead shedding,” which systematically shuts off the vehicle’s electrical systems if the battery is running low, to help prevent a driver being stranded due to a low or depleted battery. When IBS conducts lead shedding, an icon appears in the cluster display. SENTRY KEY® 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.
**WHEELS**

1. **17-inch Painted Aluminum Wheel (WWA)** Standard on CHARGER SE
2. **18-inch Painted/Polished Aluminum Wheel (WPA)** Standard on CHARGER R/T
3. **18-inch Chrome-Clad Aluminum Wheel (WPC)** Standard on CHARGER R/T PLUS, CHARGER R/T MAX, Available on CHARGER RALLYE
5. **20-inch Chrome-Clad Aluminum Wheel (WPC)** Standard on CHARGER R/T ROAD & TRACK, CHARGER R/T MAX, Included in Rallye Appearance Group and Wheel and Tunes Group
6. **20-inch Forged Polished Aluminum Wheel (WPX)** Available on CHARGER R/T ROAD & TRACK

**INTERIOR FABRICS**

1. **Gradual Mesh/Quilt Cloth** – Black Standard on CHARGER SE, CHARGER RALLYE and CHARGER R/T
2. **Gradual Mesh/Quilt Cloth** – Light Tajo Beige Standard on CHARGER SE, CHARGER RALLYE and CHARGER R/T
3. **Nappa Leather/Caprice with Pimento Vinyl** – Black Standard on CHARGER R/T PLUS, CHARGER R/T PLUS and CHARGER R/T MAX
4. **Nappa Leather/Caprice with Pimento Vinyl** – Tan Standard on CHARGER R/T PLUS, CHARGER R/T PLUS and CHARGER R/T MAX
5. **Nappa Leather/Caprice with Pimento Vinyl** – Radar Red Standard on CHARGER R/T ROAD & TRACK, CHARGER R/T PLUS and CHARGER R/T MAX
6. **Nappa Leather/Caprice with Suede Insert** – Black Standard on CHARGER R/T ROAD & TRACK

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**PRODUCT**: eBrochure

**TITLE**: 2011 Charger eBrochure

**BLEED**: .0 in

**DIMENSIONS**: 11 in x 11 in

**OPERATOR**: Jill Kramer

**DATE**: 2/7/11 7:00 PM

**NUMBER OF COLORS**: 4/C

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**FOR UNION ADWORKS ONLY**

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MUSCLE BRAKE** includes ceramic front brake pads, rear disc brake pads, and rear disc brakes included with Driver Confidence Group.

PHOTOMETRIC HEADLIGHTS with HIGH-RAY® headlamps in Driver Confidence Group.

SIRIUS® BACK-UP PROOF® — includes included in Adaptive Cruise Control Group.

STEERING WHEEL — with heated, auto-adjust, and voice command.

SirusXM BACK-UP — includes SiriusXM Back-Up Tuner with Bluetooth® streaming audio, hands-free calling, and voice command.

TURBO CHARGE packages: P245/45R20 heritage badging, Black grille surround, 3.06 axle ratio, high-speed engine controller, P245/45R20 heritage badging.

These products are for placement only; refer to dodge.com/life for current product availability.