

CHARGER

It's Back!

# The New 2006 Dodge Charger. Out of the Past and Into the Future.



The Dodge Charger - one of the biggest names from the muscle car era - powered its way out of its storied past and onto the stage at the 2005 North American International Auto Show in Detroit and the Canadian International Auto Show in Toronto. The much-anticipated 2006 Dodge Charger will muscle its way back to streets and racetracks across North America early this summer. The wait is over. Charger is back! With a vengeance.

# Dodge Charger Design

CHARGER



Charger is hitting the road again with North American muscle car genes and 21st century technology. Bold, modern coupe styling and four-door functionality, plus a level of performance and versatility that Dodge Charger enthusiasts who've burned rubber in the 60s and 70s would never have imagined, are the hallmarks of the new 2006 Dodge Charger.

The name and the performance are true to its legendary roots, but there's nothing "retro" about this design. Dodge designers were asked what would Charger look like if production had never ended, if the vehicle had not left the market 28 years ago, but had instead evolved to meet customer needs and desires over the years.

## THE TRUE ESSENCE OF DODGE

The provocative design that fills these pages reflects the true essence of Dodge Charger, with a dominating, "in-your-face" appearance and performance to back up the menacing look. These are the core attributes brought forward to 2006 in an all-new, modern package. You can see it

in Charger's deep-set quad head lamps. The front end sneers at you as only a Dodge can. Charger's fast roof and strong "kicked-up" rear shoulders are cues drawn from Chargers past and they emphasize the car's rear-wheel-drive configuration. But the most striking feature is Charger's coupe-like profile. Even with the sleek look, Charger offers comfortable room for five adults and rear headroom comparable to the Dodge Magnum.

With the longest wheelbase in its class, Charger boasts a spacious interior with excellent passenger accommodations. The Charger has an available 60/40 split-rear seat (SXT and R/T only) and a trunk that provides ample cargo space.

Trimmed in Satin Silver, the Charger's interior is sporty and refined and features a driver-oriented cockpit designed with a performance mind-set with Viper-inspired tunnelled gauges highlighted with white faces and Satin Silver accent rings. A

silver trim bezel surrounding the shifter and additional silver accents in the centre stack add just the right touch of brightness to the comfortable interior. A two-tone interior features a darker upper colour and a lighter lower colour giving the cabin an open feeling.

Two Boston Acoustics® Sound Systems are offered, along with a DVD-based global positioning navigation system with a large 5.8-inch screen. Also offered are a UConnect™ Voice-Activated Hands-Free Communication System and a DVD entertainment system with a screen that flips up from the back of the centre armrest for viewing by rear-seat passengers. The DVD system comes with wireless headphones and remote inputs for video games.

This is an exciting drive, styled for just about any destination, be it the fitness centre, a long trip to a NASCAR event or great new restaurant downtown.

*"The all-new Dodge Charger is here - with a bold and stunning design, and the performance to back it up - and it's worthy of the Charger name. The muscular body form, bold front end and coupe-like profile make the new Charger very fresh and contemporary in its execution."*

Trevor Creed, Senior Vice President  
- Design, Chrysler Group



# Dodge Charger Design

*"The Canadian-built 2006 Dodge Charger brings back all the glory of the muscle car era without the compromises some cars of the past were known for. Available HEMI® with awesome 340 horses under the hood. Provocative looks. Great passenger accommodations. Splendid technical prowess...Charger will delight our customers with its power, convenience and unique Dodge character."*

Mike Accavitti, Vice President - Marketing, DaimlerChrysler Canada.



The Charger engine lineup starts with a 190-horsepower 2.7-litre DOHC V6, standard on the SE. Move up to the SXT and there's a 3.5-litre V6 developing 250 horsepower – more than enough to ensure very spirited performance. The output is delivered through Charger's rear-wheel-drive layout and expertly controlled with advanced technologies. A Touring-tuned suspension is standard in the SE and SXT. The top-of-the-line R/T gets an even more aggressive performance suspension.

### OF COURSE, IT'S GOT A HEMI®

Charger R/T represents the natural evolution of its legendary rebel forebearer – the HEMI®-powered late-1960s Charger that dominated the muscle-car era. Provocatively designed and technologically advanced, the 2006 Dodge Charger is a powerful horse, "bred to take on those pony cars out there and win!" To put it another way, the all-new 2006



Charger is modern muscle. This vehicle is about power and performance. It is available with an awesome HEMI V8 and its class-leading 340 horsepower and 390 pound-feet of torque. The 5.7-litre power plant is a technological masterpiece combining brute muscle-car brawn with cutting-edge fuel economy innovation called MDS.

MDS, or Multi-Displacement System, improves fuel economy 5 to 20 percent. While unnoticeable to a driver, MDS does this by shutting down four of the HEMI's eight cylinders during cruising speeds and light acceleration.

### SAFETY AND TECHNOLOGY

Charger comes with layers of state-of-the-art technology. Standard four-wheel anti-lock disc brakes (ABS) and multistage front-seat air bags with the Occupant Classification System (OCS), which senses a front-seat passenger's weight



for optimum air bag activation, are just the beginning.

acceleration from a stop, but at speeds of up to 136 km/h (85 mph).

The Charger's standard Electronic Stability Program (ESP™) is a computerized driver aid that helps maintain the car's stability regardless of road surface or weather condition. If the car begins to slide, ESP applies braking and throttle control to individual wheels to keep the car on its intended path. It's so effective, you've got to try it to believe it.

Charger's standard All-Speed Traction Control is faster and more advanced than prior systems. Relying on split-second control of brakes and throttle, this enhanced traction control helps prevent wheel slip not just during

Another advancement in technology is the Emergency Brake-Assist, which detects a driver's intended panic stop and applies optimum brake pressure to halt the car in the shortest distance possible.

Bold Dodge design. Remarkable modern performance. State-of-the-art technology and safety. A thoroughly modern five-seater built for contemporary drivers hungry for a thrilling driving experience in a truly distinctive vehicle. Out of the past and into the future, the new 2006 Dodge Charger. It's back!

*"With the HEMI V8 engine and MDS, the new Dodge Charger has more power per cubic inch than its ancestors and provides all the glory of the muscle car era more efficiently than ever before. With modern technology, this Dodge Charger rides securely on the road, stays planted through the corners and stops with assurance."*

Craig Love, Vice President  
- Rear-Wheel-Drive Product Team,  
Chrysler Group



Dodge Charger  
**Safety & Technology**

# Dodge Charger Culture



**Joe Eberhardt:**  
Ladies and gentlemen, the new Dodge Charger NASCAR Race Car! With this new Dodge Race Car we're ready to charge to the front of the pack in the 2005 racing season! Of course, as the NASCAR fans in the audience know, we can't race a car like this unless we have a production model to match. But I can do something about that! Team Dodge. HIT IT!



**Dieter Zetsche:**  
Ladies and gentlemen, the Dodge Charger is back – on the track and on the street! And to help us celebrate, please welcome the driver of the Number 9 Dodge Charger, Rookie-of-the-Year Kasey Kahne!

**Kasey Kahne:**  
...Just think of all the great drivers who've won in a Dodge Charger – David Pearson, Buddy Baker, Bobby Isaac...It's like racing with a legend.

**Dieter Zetsche:**  
A legend?! How about THE legend? Richard Petty! The King!



**Richard Petty:**  
Boys, if you're going to race the Dodge Charger, you need to look the part

## North American International Autoshow Charger Unveiling

### Canadian, eh?

Yes, indeed! Production of the 2006 Dodge Charger began this spring at the DaimlerChrysler Brampton Assembly Plant in Brampton, Ontario. The Charger joins the awesome Dodge Magnum and the multi-award winning Chrysler 300 already built there and will be available in North American markets early this summer and in select markets in Latin America and the Middle East in late 2005, heralding Dodge's return to world markets.



NAME  
NOM

## Past Masters

NO.

1966



Built off of the Dodge Coronet chassis but using its own body, the Charger was Dodge's first fastback, high-speed street racer, powered by the standard 230-hp 318 V8, the optional 265-hp and 325-hp 383 V8s, or the now legendary 426 Street HEMI® engine that provided 425 hp and 490 lb-ft of torque.

1968



The Dodge Charger was completely restyled and Charger R/T version was added to the lineup as a Performance model featuring a 440 CID or 426 HEMI engine. At the track, the 1968 Charger combined aerodynamic design, and handling and performance for national circuit racing.

1969



Although less than two percent of '69 Dodge Chargers were powered by the HEMI® engine, this model contributed immensely to the image and desirability of the Charger lineup. The Charger Daytona built specifically for NASCAR competition featured a large aerodynamic nose and a huge "wing" spoiler. It won its first NASCAR Grand National race and dominated so much that NASCAR eventually placed restrictions on the HEMI engine...

1971



The Dodge Charger was completely redesigned with a shorter wheelbase and wider body style, with a swept-back roofline and semi-fastback. The Charger Super Bee performance package was introduced to the lineup in addition to the R/T performance model.