

100 YEARS OF

DODGE



Dodge: A Rich History

For 100 years, Dodge cars, trucks and SUVs have defined the powerful, dependable American car. Millions of people have bought them and loved them.

They've set records on the racetrack, defined the American muscle car era and helped build the nation with hard-working pickups and commercial vehicles.

It's clear: America wouldn't be the same without Dodge.

From its roots in 1914 to its lineup of thoroughly modern, efficient cars and crossovers today, Dodge vehicles have helped generations of Americans get to school, work and home safely and in style.

It was its earliest days, though, that put Dodge on the road toward success.

FIRST VEHICLES

Hundreds of small manufacturers built cars when Dodge was launched after the turn of the 20th century.

It was the most competitive and innovative period in automotive history, just as the industry was being formed, but Dodge vehicles stood out from the very beginning.

After the company was formed in 1914, more than 45,000 cars were built and sold in 1915, which set a record for first-year sales at the time. Not even Henry Ford had managed to sell that many cars in his first year.

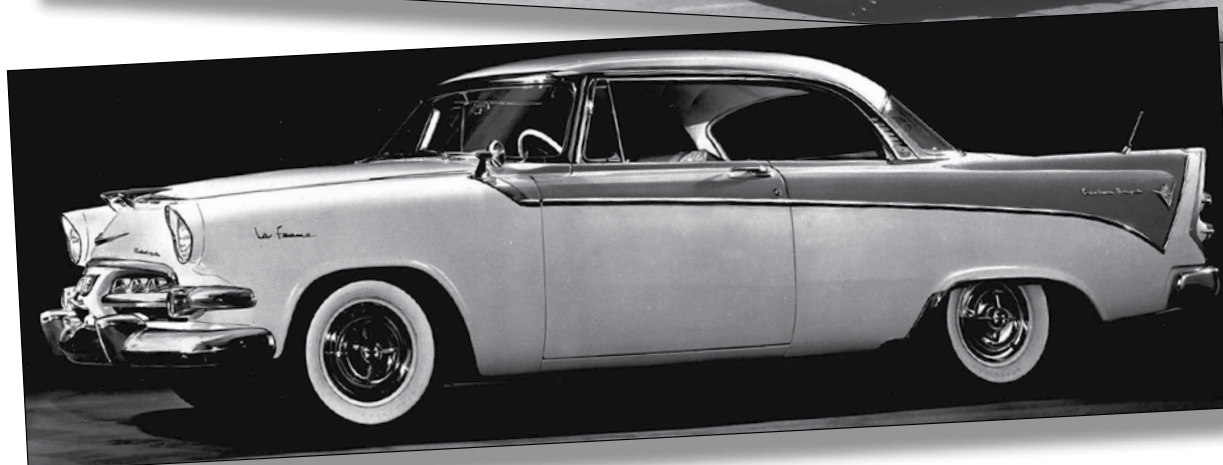
Dodge's vehicles were also advanced for the time. They were the world's first touring cars with all-steel bodies to be mass produced, bringing a new level of quality and value to the market.

A ROLE IN HISTORY

Dodge's vehicles even played a role in America's border skirmishes with the Pancho Villa.

General John J. Pershing had been fighting the Mexican outlaw's forces along the United States' southern border. When 250 Dodge touring cars were successfully used during the campaign — playing a role in Pancho Villa's defeat — it enhanced the reputation of Dodge cars for dependability and toughness.

By 1920, Dodge was the second best-selling vehicle in America. It would remain one of the nation's top vehicle brands for many decades to come, eventually being purchased by the Chrysler company, where it remains today.



Behind the Name

JOHN AND HORRACE DODGE WERE AUTOMOTIVE PIONEERS

Dodge Brothers, Inc., was formed by John and Horrace Dodge in 1914.

It wasn't their first work in the auto industry, though, as they had built an excellent reputation making transmissions for the Olds Motor Works and engines for Henry Ford.

In fact, some of the most famous early American cars were built using the Dodge brothers' engineering and mechanical knowledge.

EARLY FORD LINK

The Dodge brothers had very humble beginnings, but their combination of work ethic, mechanical expertise and business acumen helped them find success in the early American auto industry.

After building the transmissions for Olds, the Dodge brothers agreed to an exclusive contract providing engines and other mechanical parts for Ford. They dropped Olds as a customer and shifted to help Henry Ford build his empire.

They also made a savvy business move: entering a contract with Ford in exchange for 10 percent of the company's stock.

As the Ford company began its meteoric rise, so did the fortunes of the Dodge brothers. While partnered with Ford, they became the world's largest manufacturer of automotive parts and saw their Ford stock price rise enough to make them wealthy men.

After 12 years of intense growth and tumult, though, the brothers decided to start their own company after fighting



The Dodge brothers are pictured in one of their early cars.

with Ford over the company's finances.

ON THEIR OWN

The Dodge brothers struck out on their own — a risky move — raising \$5 million in common stock in 1914 for their new company, Dodge Brothers, Inc.

Based on the reputation their early cars were earning for longevity and toughness, they started a new trend in advertising. They repeatedly used the word “dependability,” something that resonated with buyers, as they sold more than 1 million Dodge vehicles by 1925.

The Dodge brothers themselves didn't live to see that milestone, though. John Dodge died in January 1920, and his younger brother Horrace succumbed in December of the same year.

Their company's legacy, though, would live on for a century.



American Strength

With their cars gaining a reputation for toughness and long-lasting American strength, it was only logical for Dodge to make a move into the commercial truck market.

The beginnings of this shift started early in the company's history. In 1917, just three years after its founding, Dodge started building what it called "commercial cars" for the work market. Ambulances and screen-sided business trucks were offered for sale and grew popular.

Soon Dodge was branching out into new types of work vehicles — chassis cabs, pickups, panel delivery trucks and more — that helped build America in the early 20th century.

MILITARY POWER

Dodge cemented its place in the truck market with a partnership and eventual acquisition of the Graham Brothers medium-duty truck company. That meant Dodge dealers would have a full line of trucks to sell alongside their passenger cars.

Dodge's expertise in



heavy-duty engineering even helped to win World War II. During the war years, Dodge's production was converted to help the war effort, building parts for weapons, tanks, ships, aircraft and air raid

sirens.

The contribution was staggering, including 500,000 military trucks and 18,000 aircraft engines.

RAM TRUCKS

By 1981, Dodge had decades of experience building some of the best trucks in America. It took all this expertise and used it to launch a new truck brand, Ram, which was named for Dodge's ram's head logo.

The new Ram brand would compete directly with Ford's popular F-Series pickups, even using the same naming

a new option for pickups, offering strong engine lineups and four-wheel drive. Still, it never sold in huge numbers — averaging 100,000 per year in the early years — until a revolutionary new design was unveiled in 1994.

The new Ram was given a new front end that mimicked the look of a big-rig truck, with tough performance credentials to match. It was also a huge sales success, quadrupling sales figures to around 400,000 units by 1996.

Today the Ram continues to set new standards for the pickup market as it has branched out into its own, distinct truck brand.

Not only is it capable of doing more work than ever before — with incredible towing and payload capacities — but it's also more comfortable and efficient than trucks traditionally have been.



Muscle-Car Heritage



For many car lovers, one period in automotive history defines the epitome of American power and style: the muscle-car era.

And Dodge plays one of the biggest roles in this muscular heritage.

In the 1960s and early '70s, drivers of all ages aspired to drive Dodge cars because of their awesome, tire-smoking power and sleek, aggressive styling.

HEMI ENGINES

One of Dodge's biggest contributions to the muscle-car era is the development of an engine with a hemispherical combustion chamber — the HEMI, as it's known today.

This new design, which

was first introduced in 1953 on the Coronet, allowed for higher compression and more power to be generated from its V8 engines.

The HEMI not only powered some of Dodge's most legendary muscle cars in the 1960s, but it also led to Lee Petty winning Dodge's first NASCAR race and setting world speed records at the Bonneville Salt Flats.

FAMOUS NAMES

Buyers loved the idea of putting powerful V8 engines into small or mid-size cars, and Dodge was happy to oblige by

building some of the best-known cars of the era — many of which sell for huge money when restored today.

Some of America's most memorable muscle cars were built by Dodge, including the Charger R/T, Coronet R/T, the Super Bee and the Challenger.

Unfortunately for horsepower lovers, the 1973 oil crisis that sparked skyrocketing gasoline prices meant the end of America's love affair with giant V8 engines. It was the end of the muscle-car era — but not the end of Dodge's emphasis on performance in the decades to come.



A Continuing Legacy

Because so many people have fond memories of driving their Dodge cars and trucks, it makes sense for the brand to dip into its rich background to influence the design of today's vehicles.

While the technology used to produce vehicles has changed dramatically — including in-car electronics and high-tech powertrains that early Dodge buyers couldn't have dreamed of — Dodge still looks to its history to influence what it builds today.

The Dodge values of dependability, performance, style and affordability still resonate with buyers today.

MODERN

MUSCLE CARS

The most obvious area where Dodge's history informs its present is in its current lineup of vintage-inspired muscle cars.

Just like the classic Dodge cars of the 1960s, these new Dodges are available with



HEMI V8 engines that make a ridiculous amount of horsepower. The high-performance versions of these cars even feel at home on the racetrack, just like Dodge's early NASCAR racers, with sporty suspensions, rear-wheel drive and excellent handling.

They also bear some of the same names, like the Challenger, Charger and Super Bee, and have 1960s-inspired styling.

For people who remember fondly the muscle-car era — or drivers who wish for that same sense of power and

American styling — these are true dream cars.

BRANCHING OUT

One of the interesting things in the past six years has been watching how Dodge is branching out to create all-

new brands based on its most popular products.

Its performance cars, for example, are now sold under the SRT brand, which stands for Street and Racing Technology. It's no longer called the Dodge Viper, but the SRT Viper. And the SRT moniker is affixed to Dodge's fastest, most powerful vehicles, like the Challenger SRT8 and Charger SRT8.

The same thing is happening to Ram trucks.

Today, the distinct Ram Trucks brand is now separate from Dodge cars, without the word "Dodge" appearing on any of the pickups.

But the Ram truck's roots with Dodge starting a century ago make it a big part of Dodge's heritage today, regardless of what brand is named on the truck tailgate.



World-Beating Power

From the very beginning, raw American power has been a part of the Dodge formula. But perhaps no Dodge vehicle exemplifies this more than the Viper, a modern-day supercar.

Launched in 1992, Dodge created a huge splash with the V10-powered Viper, which is essentially a street-legal race car.

Since its launch, the Viper has always been one of the world's fastest and most desirable vehicles, competing with exotic Ferraris and Lamborghinis that cost twice as much and still can't match its sense of over-the-top power and American-style speed.

RECORD PERFORMANCE

Ever since its NASCAR days, Dodge has been a winner on the racing circuit. But with the introduction of the Viper, Dodge began breaking records and winning some of the most prestigious records globally.

Viper's full-blown racing version, the GTS-R, has won many endurance races since its introduction in the late 1990s.

A Viper was the class winner at Le Mans in 1998, 1999 and 2000, and it's been the overall winner at the Nurbring 24 Hours in Germany, Rolex 24 Hours at Daytona and the Spa 24 Hours in Belgium.

It's also been the overall winner in many international racing series, including the



Today's Viper, sold under the SRT umbrella, remains one of the fastest cars in the world.

FIA GT Championship, American Le Mans Series, FFSA GT Championship, the Euro GT Series and the GT Championships in Belgium, Italy and Sweden.

Today's Viper continue to win on race circuits and in the hearts of buyers. The street-legal version of the 2013 Viper had an all-aluminum, 8.4-liter V10 engine that makes 640 horsepower and 600 pound-feet of torque — the most torque of any naturally aspirated sports car engine in the world.

SETTING THE TONE

Not only has the Viper set new standards for performance cars, but it also is continuing to set the direction of the Dodge brand as a whole.

It's aggressive, sporty, fun and represents a good value for the category it competes in — all traits that filter down to the rest of Dodge's fun-to-drive lineup.

For performance and racing enthusiasts alike, along with a generation of car lovers who have grown up dreaming of driving one someday, it's an important part of Dodge's modern-day heritage.



The 1992 Dodge Viper set a new standard for American performance.

Historic Advertisements

Power has always been a central theme of Dodge advertising, from the “floating power” of 1932 to the muscular Challenger of the early 1970s.



CHALLENGER RALLYE. It speaks softly, but gives you a big kick.

The way things are today, maybe what you need is not the world's hottest car. Maybe what you need is a well-balanced, fully instrumented road machine. One with a highly individualized style, a well proportioned balance between acceleration, road-holding, braking—you know the bit. This is it. Challenger Rallye. Inexpensive to buy, to run. About as quick in the legal range as anything its size. And a lot more thoughtfully done. The Rallye Instrument Cluster is standard. So are the heavy-duty Rallye Suspension, performance hood and slick three-speed full-synchro floor shift. Urge is supplied by the envied optional 340 V8. My, it's nice to have a goer that's not a guzzler.

Dodge
NEWS MAGAZINE
OCTOBER 1969

Special 1970 announcement issue
... why you could be Dodge material!

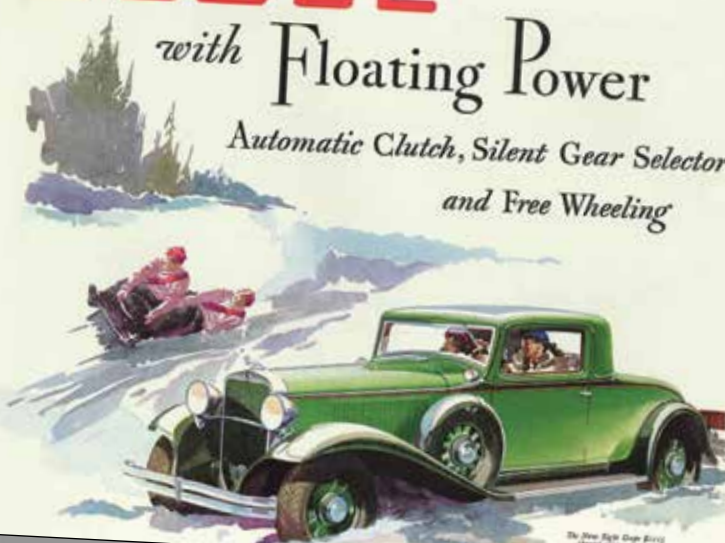
This advertisement for the 1972 Dodge Challenger Rallye says it's “inexpensive to buy, to run. About as quick in the legal range as anything its size.”

Dodge advertised its new Eight Coupe in 1932 with this graphic calling the car “free wheeling.”

Dodge had its own news magazine in 1969, where it announced the production of the 1970 Dodge Challenger with a cover story.

DODGE
with Floating Power

*Automatic Clutch, Silent Gear Selector
and Free Wheeling*



Challenger History

Although the Dodge Challenger was the last entrant in the pony car ranks of Detroit's Big Three, it arrived with something its competitors didn't have: the greatest range of powertrain choices in the industry, from the small but durable 225-cubic-inch "Slant Six" to the fearsome "Elephant Motor" – the 426 HEMI.

And although it lasted only five model years, the Dodge Challenger became one of the most storied muscle car nameplates in automotive history, with meticulously restored and rare examples today selling for six-figure prices.

1970

The Dodge Challenger made its debut in the fall of 1969 as a 1970 model. While it shared Chrysler's "E-body" short-deck, long-hood platform with the third-generation Plymouth Barracuda, Dodge Challenger's wheelbase was two inches longer, creating more interior space.

The Dodge Challenger was originally offered as either a two-door hardtop or convertible, in base, SE (Special Edition), R/T (Road/Track) and T/A (Trans Am) trim. But it was the range of powertrain choices that was truly remarkable, with nine different engines ranging from 145 to 425 horsepower.

Even the paint schemes said "performance," with colors including Plum Crazy and HEMI Orange, accented with "bumblebee" stripes. Customers could further cus-



tomize their cars with twin-scooped hoods, "shaker" hoods and rear deck wings.

For the 1970 model year, just over 83,000 Dodge Challengers were sold.

1971

In 1971, designers made subtle styling changes to the Dodge Challenger, providing new treatments to the tail lamps and grille.

A Dodge Challenger paced the Indianapolis 500 race in

1971. Dodge produced 50 Challenger convertible pace car replicas, all painted HEMI Orange with white tops and interiors.

1972

With escalating insurance rates and new EPA emissions mandates, more changes came to the Dodge Challenger in 1972.

Only three engines were available in the 1972 Dodge Challenger: the 225 cubic-

inch Slant Six with 110 horsepower, the 318 cubic-inch V-8 with 150 horsepower and the 340 cubic-inch V-8 with 240 horsepower. All were equipped to use the then-new unleaded fuel.

With convertible sales in steady decline over several years, the 1972 Dodge Challenger was offered in hardtop form only.

1973

Beginning in 1973, the fed-

eral government mandated new bumper-impact standards that resulted in the only changes to the Dodge Challenger exterior – 5-mph bumpers equipped with large rubber guards that extended out from the bodywork.

Under the hood, the six-cylinder engine was no longer available; the 150 horsepower 318 cubic-inch V-8 was standard, with the 240 horsepower 340 cubic-inch V-8 as the only option.

1974

With insurance rates for performance cars skyrocketing, more safety equipment led the short list of changes for the 1974 model-year Dodge Challengers.

Inside, the lap and shoulder belts were equipped with an inertia reel. In addition, there was a federally mandated seatbelt-ignition interlock, which prevented the car from being started if the driver or passenger didn't buckle up.

In April 1974, Challenger production ceased. Over a five-year span, approximately 188,600 Dodge Challengers were sold.

— Dodge Public Relations

Dodge's Lineup Today

Few companies last 100 years, and even fewer are growing and thriving more than a century after they were founded. But Dodge is one of those special few, a company that has held strong to its core values of American dependability, performance, style and affordability through the years.

That serves it well today, positioning Dodge for more growth as it expands and moves into the future.

CROSSOVERS

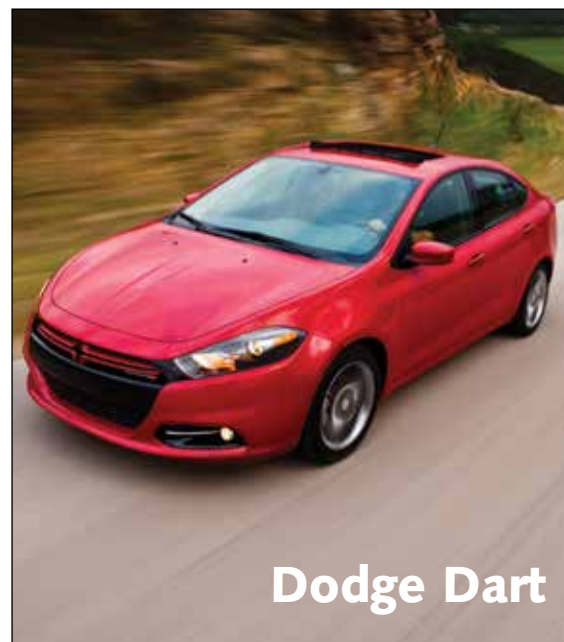
One of the ways Dodge is serving modern American families is through its lineup of efficient, refined, easy-to-drive crossover vehicles.

Crossovers have become the most popular family cars in recent years thanks to their combination of fuel efficiency and versatility. They're like SUVs that drive better and get more miles to the gallon.

Dodge has been in a particularly good place to benefit from this movement because of its experience in trucks and SUVs. The Dodge Durango SUV, for example, gained a reputation for toughness and comfort when it



Dodge Durango



Dodge Dart

was introduced on a truck platform years ago.

Today's Durango, though, represents the best of the Dodge brand. It's built on a car-based platform now, which means that it gets dramatically better gas mileage and has a smoother ride than traditional SUVs, without sacrificing that SUV versatility that so many families love.

Dodge's other, smaller crossovers, like the Journey, offer even better gas mileage. It leaves the brand posi-

tioned well for family transportation going forward.

EFFICIENT CARS

While Dodge has long been known for its powerful muscle cars, its new lineup of sedans is focusing more than ever before on fuel-saving technologies.

The new Dodge Dart is a great example. While its name is pulled from Dodge's rich history, its driving feel is much more European — light,

nimble and zippy.

The design for the Dart comes from Dodge's Italian partners at the FIAT brand, which explains its European driving feel. This new infusion of technology, styling and a fun-to-drive personality fits perfectly with Dodge's historic values, though, offering a lot of performance and smiles for the money.

It's just one example that, while Dodge is changing and globalizing, it's still an all-American brand at heart.