
2015

DODGE DART

HOW TO NAVIGATE

TO TURN THE PAGES

Touch/Click the arrows on either side of the brochure

TABLE OF CONTENTS

Touch/Click the Table of Contents button in the top navigation bar of the screen to advance to specific areas of interest

VIDEO COMPONENTS

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





2014 Kelley Blue Book
**10 Coolest New Cars
 under \$18,000**
 www.kbb.com

///// 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 CLASS¹¹¹



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-exclusive¹¹¹ 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 class¹¹¹ // Mid-size levels of interior roominess // Class-leading¹¹¹ 60 safety and security features // Up to 41 mpg highway¹¹¹ // 184-horsepower 2.4L Tigershark[®] engine standard on SXT, Rallye, Limited and GT // Class-exclusive¹¹¹ seven-inch reconfigurable digital gauge cluster // Class-exclusive¹¹¹ 8.4-inch touchscreen // Class-exclusive¹¹¹ LED racetrack taillamps

¹¹¹2014 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.



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.

////// Dart GT shown in Granite Crystal Metallic.



152 LED LIGHTS

AVAILABLE CLASS-EXCLUSIVE¹¹ RACETRACK LED TAILLAMP AND INTEGRATED DUAL EXHAUST

Inspired by the iconic Charger, 152 individually placed LED lights create an available full-width racetrack taillamp. Opt for the class-exclusive¹¹ integrated dual exhaust for an even more aggressive parting shot. It's details like this that set Dart apart.



41 MPG HIGHWAY*

OR 184 HORSEPOWER

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.

1.4L SOHC 16-VALVE INTERCOOLED TURBO WITH MULTI-AIR® // // // // // 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 MULTI-AIR2® // // // // // 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 frequency-dampening shock absorbers provide highly responsive control as well as a smooth ride.

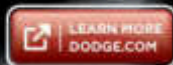
*2014 EPA-estimated 28 mpg city/41 mpg highway, Aero model using 1.4L Turbo engine, premium gasoline and 5-speed manual transmission. Actual mileage may vary.





ONLY IN: A DART

////// This is what it looks like to sit behind the wheel of the most technologically advanced vehicle in its class.¹¹ The available class-exclusive¹¹ seven-inch reconfigurable digital gauge cluster is command central. From here, you get real-time information on performance, navigation, fuel efficiency and vehicle status, plus view available Blind Spot Monitoring (BSM)¹² all in full color with rich graphics. How you customize your settings is all up to you.



RECONFIGURABLE DIGITAL GAUGE CLUSTER



////// Track your current and average fuel economy.*



////// When in Reverse, available sensors detect the presence of objects in the backup pathway.*



////// View available navigation directions from the center of your cluster.*



////// Available Blind Spot Monitoring (BSM)¹² Radar continually monitors rear vehicle blind zones on either side of the vehicle.*

*Screens shown are optional depending on model and package.



////// CRANK THE MUSIC, MAKE A PHONE CALL, GET DIRECTIONS. Engineered with technology, available Uconnect® offerings deliver a range of communication and entertainment services directly to your Dart. From music to travel destinations, there is a host of available convenient, must-have, user-friendly options to choose from. The world is yours to control either through the touchscreen or available Voice CommandSM or steering wheel-mounted controls. As large as an available class-exclusiveSM 8.4 inches, the touchscreen

features easy-to-navigate icons for radio and SiriusXMSM Satellite RadioSM controls, personal devices such as an iPodSM or smartphone, climate controls, and available navigation and BluetoothSM compatible phones. Bring along your own tunes via remote USB port with an iPod mobile device control or Bluetooth Wireless Streaming. The USB port can also charge your compatible devices. Available hands-free callingSM can be operated through steering wheel-mounted controls or the touchscreen.

PHONE //// Voice-activated communication lets you talk on your BluetoothSM enabled phone nearly hands-free. Up to 1,000 phone address book entriesSM are synced every time you get into your Dart.

WEB //// Put the power of high-speed internet in your Dart with MoparSM Web. Passengers can use multiple devices at the same time, and there's no need for cell cards or software. Available. Subscription required. Sold separately.

VOICE COMMAND //// Use your voice to select AM/FM radio stations or SiriusXMSM Satellite RadioSM channels, make calls, select navigation directions or record voice memos. English, French- and Spanish-compatible. Available.

ENTERTAINMENT //// Get the sound going via CDs/MP3s and available features like remote USB port, audio jack, hard-disc storage, Voice CommandSM, SiriusXM Satellite RadioSM (your first year of service is included) and Bluetooth Streaming Audio.

NAVIGATION //// Provides enhanced GPS navigation and destination entry via Voice CommandSM and SiriusXM TrafficSM for real-time traffic information on the go. Five years of Sirius TrafficSM service are included. Available.



60

CLASS-LEADING

STANDARD / AVAILABLE

SAFETY & SECURITY FEATURES

LEARN MORE
DODGE.COM

2014
IIHS
TOP
SAFETY
PICK

1 //// UNSURPASSED⁽¹⁾ 10 STANDARD AIR BAGS!⁽²⁾
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 front-passenger knee bolster air bags are all standard.

5 //// BLIND SPOT MONITORING (BSM)⁽³⁾ AND REAR CROSS-PATH DETECTION!⁽⁴⁾
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 //// SMARTBEAMTM HEADLAMPS.
This available system automatically switches headlamps from high to low beam and back again when oncoming headlamps, forward-lighting 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.

2 //// PARKSENSE[®] REAR PARK ASSIST!⁽⁵⁾
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!⁽⁶⁾
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)⁽⁷⁾ pump to precharge the brake system in order to decrease the time required for full brake application. Standard.

7 //// STANDARD ELECTRONIC STABILITY CONTROL (ESC)⁽⁷⁾
This system is designed to assist drivers in maintaining control of their vehicle during extreme steering maneuvers. ESC⁽⁷⁾ 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



DART SE

POWERTRAIN

- 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
- Power windows
- 10 air bags⁽¹⁾ 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 knee bolster air bags
- Reactive front head restraints⁽²⁾
- Electronic Stability Control (ESC)⁽³⁾
- 4-wheel antilock disc brakes
- Brake Assist and Hill Start Assist
- Tire inflator kit

SELECT OPTIONAL EQUIPMENT

- Convenience Group
- Compact spare tire



DART SXT

POWERTRAIN

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

SELECT STANDARD EQUIPMENT OVER SE

- 16-inch aluminum wheels
- Dark-tinted headlamps
- Automatic headlamps
- LED racetrack taillamp
- Body-color door handles
- Power body-color mirrors
- Speed-sensitive power door locks and remote keyless entry
- Air conditioning with micron filter
- Front-sliding center armrest
- Uconnect Voice Command⁽⁴⁾ with Bluetooth® Streaming Audio
- Steering wheel-mounted audio controls
- 60/40 split-folding rear seat with trunk pass-through
- Rear armrest with storage and cup holders
- Cruise control
- 6 speakers

SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod® Control, remote USB port, SiriusXM® Traffic⁽⁵⁾ and SiriusXM Travel Link⁽⁶⁾ (with 5-year subscription), and AM/FM/MP3
- ParkView® Rear Back-Up Camera⁽⁷⁾
- Cold Weather Group
- Sun and Sound Group
- Compact spare tire



DART RALLYE

POWERTRAIN

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

SELECT STANDARD EQUIPMENT OVER SXT

- 17-inch Hyper Black aluminum wheels
- Black crosshair with Black mask grille surround
- Projector fog lamps
- Integrated dual exhaust with bright tips
- Rallye badge
- Toning suspension
- Dark headliner
- Sedoso cloth with Light Tungsten accent stitching
- Leather-wrapped steering wheel
- Leather-wrapped shifter (automatic only)
- Accent stitching on IP brow and center armrest

SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod® Control, remote USB port, SiriusXM® Traffic⁽⁵⁾ and SiriusXM Travel Link⁽⁶⁾ (with 5-year subscription), and AM/FM/MP3
- ParkView® Rear Back-Up Camera⁽⁷⁾
- Cold Weather Group
- Sun and Sound Group
- Compact spare tire

Rallye Package available on SXT



DART BLACKTOP

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 appear and bezel
- Black mirrors

SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Traffic⁽⁵⁾ and SiriusXM Travel Link⁽⁶⁾ (with 5-year subscription), and AM/FM/MP3
- ParkView Rear Back-Up Camera⁽⁷⁾
- Compact spare tire
- Cold Weather Group
- Sun and Sound Group

Blacktop Package available on SXT



DART AERO

POWERTRAIN

- 1.4L 160-hp and 184 hp-8 MultiAir Intercooled Turbo 6-speed manual or 6-speed DDCT

SELECT STANDARD EQUIPMENT OVER SE

- 16-inch Tech Silver aluminum wheels
- Automatic headlamps
- Body-color power mirrors
- Body-color door handles
- LED racetrack taillamps
- 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
- 6 speakers
- SiriusXM Satellite Radio⁽⁸⁾ (with 1-year subscription)
- Uconnect Voice Command⁽⁴⁾
- Uconnect 8.4 system with 8.4-inch touchscreen and MP3
- Illuminated instrument panel surround
- iPod Control
- Remote USB port
- Remote keyless entry with panic alarm
- Underbody Aero Kit
- Unique aluminum suspension components
- Active grille shutters
- ParkView Rear Back-Up Camera⁽⁷⁾

SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, SiriusXM Traffic⁽⁵⁾ and SiriusXM Travel Link⁽⁶⁾ (with 5-year subscription), and AM/FM/MP3
- Compact spare tire



DART GT

Shown with optional Hyper Black wheels

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 Go⁽⁹⁾ with push-button start
- Power 10-way driver's seat
- Unique perforated Nappa leather-trimmed seating with Ruby Red accent stitching
- 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⁽⁸⁾ (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 steering
- Unique 2.4L engine cover
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener

SELECT OPTIONAL EQUIPMENT

- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Traffic⁽⁵⁾ and SiriusXM Travel Link⁽⁶⁾ (with 5-year subscription), and AM/FM/MP3
- 18-inch Hyper Black aluminum wheels
- Power sunroof
- Technology Group
- Sun and Sound Group



DART LIMITED

POWERTRAIN

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

SELECT STANDARD EQUIPMENT OVER SXT

- 17-inch Satin Silver aluminum wheels
- Projector fog lamps
- Automatic bright chrome headlamps
- Power, heated mirrors with supplemental signals
- Keyless Enter 'n Go⁽⁹⁾ with push-button start
- Power sunroof
- Nappa leather-trimmed seats with accent stitching
- Power 10-way driver's seat
- Heated front seats
- Leather-wrapped steering wheel with cruise and audio controls
- Heated steering wheel
- Leather-wrapped shifter
- Uconnect 8.4N system with 8.4-inch touchscreen with Garmin Navigation, iPod Control, remote USB port, SiriusXM Satellite Radio⁽⁸⁾ and SiriusXM Travel Link⁽⁶⁾ (with 1-year subscription)
- Speed-sensitive power locks, express-up/down front windows
- Ambient LED interior lighting
- SiriusXM Satellite Radio⁽⁸⁾ (with 1-year subscription)
- Dual-Zone Automatic Temperature Control
- Universal Garage Door Opener
- Active grille shutters

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

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⁽¹⁰⁾, 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)⁽¹¹⁾, Rear Cross-Path Detection⁽¹²⁾, rain-sensitive windshield wipers, High Intensity Discharge (HID) headlamps, ParkSense® Rear Park Assist⁽¹³⁾ 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⁽⁷⁾, glove box lamp, SiriusXM Satellite Radio⁽⁸⁾ (with 1-year subscription)

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

WHEEL CHOICES

- 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



COLOR CHOICES



REDLINE RED 2 COAT PEARL



GRANITE CRYSTAL METALLIC



PASSION RED PEARL



BRIGHT WHITE



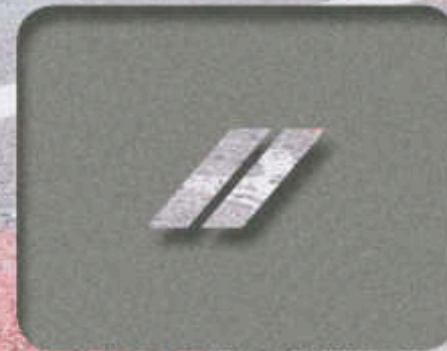
TRUE BLUE PEARL



PITCH BLACK



LASER BLUE PEARL



BILLET SILVER METALLIC



VITAMIN C



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](https://dodge.com/life)

