

Droptop Challenger

LIMITED EDITION

Drop Top Customs: A Droptop Challenger LIMITED EDITION convertible is now offered directly through Dodge Dealers

- Buyers can purchase new 2022 and 2023 Dodge Challengers and upgrade them as convertibles directly from participating Dodge dealers
- Drop Top Customs will receive new 2022 and 2023 Challengers directly from the Dodge factory to upfit the iconic muscle car into a limited edition convertible called the “Droptop Challenger LIMITED EDITION”.
- Customers take delivery of their new convertible from their local dealership.
- The convertible option retails for \$25,999 as an upgrade to a new car.
- Existing Challenger owners can ship their Challenger to Droptop Customs in Florida to retrofit into a Droptop for \$25,999
- The LIMITED EDITION has special leather seat, badging and floor mat options.
- Additional ordering information, including specifications and warranty information, available at DroptopChallenger.com

High Springs, Florida, August 15, 2022 – Dodge dealers are making it easy for 2022 and 2023 Dodge Challenger customers to add a convertible top to the world’s quickest, fastest and most powerful muscle car directly through Drop Top Customs. Buyers can now upgrade R/T, R/T Scat Pack and all Challenger SRT models to a convertible for a suggested retail price of \$25,999 during the new car buying process. Dodge dealers are adding the option directly into their order process.

The Droptop Challenger is designed by world renown convertible builder Jeff Moran and is precision manufactured in the USA at their facility in Florida. “American design meets American crafted conversion for an American classic” said Jeff Moran, CEO of Droptop Customs. “I have always believed a convertible should look just as good with the top up as it does down. I made precision cuts to follow the line of the original body to create the perfect balance to respect the heritage of the car. It’s one thing to hear a hemi roar...quite another to do it with the top down on the open road. This car was built by enthusiasts for enthusiasts”.

The new Droptop Challenger convertible fulfillment process was announced by Tim Kuniskis during a special “reveal” ceremony at the M1 Concourse in Pontiac, Michigan, during the first day of the three-day Dodge Speed Week event series, which featured announcements and reveals of current Dodge muscle products.

“While we hit the throttle towards our new performance path, Dodge is also having fun on this victory lap by celebrating decades of muscle car power,” said Tim Kuniskis, Dodge Brand Chief Executive Officer - Stellantis. “What better way to commemorate how far we’ve come than to make it easier for Dodge Challenger customers to create a throwback convertible look. We may not upfit them, but those who want a convertible Challenger can get

one faster, expedited from the factory to Drop Top Customs. Owners can order aftermarket modifications through our Dodge dealerships, and then pick up their finished convertible at the dealer once the vehicle is complete.”

Dodge Challenger convertibles were offered as production vehicles for only two model years, 1970 and 1971. More than half a century later, Dodge dealers are helping customers order and take delivery of their dream convertibles through a simple, integrated process. Visit your local dealership for details.

Drop Top Customs has 46 years of convertible conversion experience, creating convertibles, including modern-era Dodge Challenger convertibles, that feature a fully hydraulic power top with structural reinforcements that reduce body flex while retaining interior space. Precision cut design, power quarter windows, padded roof and heated glass rear window result in uncompromised comfort and provide sound and temperature insulation. More information on the Droptop Challenger is available at www.droptopchallenger.com

Dodge//SRT

For more than 100 years, the Dodge brand has carried on the spirit of brothers John and Horace Dodge. Their influence continues today as Dodge shifts into high gear with muscle cars and SUVs that deliver unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT versions of every model across the lineup. For the 2022 model year, Dodge delivers the drag-strip dominating 807-horsepower Dodge Challenger SRT Super Stock, the 797-horsepower Dodge Charger SRT Redeye, the most powerful and fastest mass-produced sedan in the world, and the Dodge Durango SRT 392, America’s fastest, most powerful and most capable three-row SUV. Combined, these three muscle cars make Dodge the industry’s most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2020, Dodge was named the "#1 Brand in Initial Quality," making it the first domestic brand ever to rank No. 1 in the J.D. Power Initial Quality Study (IQS). In 2021, the Dodge brand ranked No. 1 in the J.D. Power APEAL Study (mass market), making it the only domestic brand ever to do so two years in a row.

Dodge is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.