

IIHS Names 2013 Dodge Dart a 'Top Safety Pick'

AUBURN HILLS – The new Dodge Dart, with its 10 standard-equipment air bags and one of the auto industry's highest content-ratios of high-strength steel, has been named a 2012 Top Safety Pick by the Insurance Institute for Highway Safety.

The first product born of Chrysler Group LLC's alliance with Fiat S.p.A. recorded the maximum possible rating in each of the four crash tests used by the IIHS to evaluate occupant protection, the primary attribute of a Top Safety Pick. The 2013 Dart achieved a score of "good" in tests that simulate rollover, rear, side and moderate-overlap frontal impacts.

The IIHS rating scale comprises grades of good, acceptable, marginal and poor.

"We had high expectations for the Dart and our engineers delivered," says Reid Bigland, Dodge-brand president and CEO and head of U.S. Sales.

"Since its launch, the 2013 Dodge Dart has consistently outperformed in the area of fuel efficiency, technology, value for the money and now safety. It is truly a groundbreaking new car."

Top Safety Pick is the highest safety honor bestowed by the IIHS.

"Winners afford buyers the best overall protection in four of the most common kinds of crashes, and help them avoid crashes altogether with electronic stability control," says IIHS President Adrian Lund.

Chrysler Group's new compact sedan was engineered with a class-leading total – more than 60 – of safety and security features. Each is designed to ensure peace of mind.

The Dart's safety story starts

with a solid structure: high-strength steel comprises 68 percent of the car's body, one of the highest ratios in the industry. Ten standard-equipment, advanced-design air bags further improve occupant protection.

Every Dodge Dart comes equipped with:

- Dual-stage, adaptive, venting air bags for the driver and front-seat passenger
- Front-seat-mounted pelvic and thorax air bags for driver and passenger
- Two rear-seat-mounted pelvic air bags
- Knee air bags for driver and front-seat passenger
- Two curtain air bags designed to protect front and rear passengers on both sides of the car.

Equally important are Dart technologies that deliver accident-avoidance capability, such as:

- Electronic stability control (ESC)
- Electronic roll mitigation Traction control
- Standard four-wheel, four-channel anti-lock disc brakes
- Electronic brake-force distribution
- Blind-spot monitoring
- Rear cross-path detection

The new Dodge Dart joins 11 Chrysler Group vehicles previously awarded an IIHS Top Safety Pick designation for 2012. They are: the Jeep Grand Cherokee and Dodge Durango SUVs; Dodge Journey and Jeep Patriot cross/utility vehicles; Dodge Grand Caravan and Chrysler Town & Country minivans; Dodge Charger and Chrysler 300 full-size sedans; Dodge Avenger and Chrysler 200 mid-size sedans; and the Fiat 500 minicar.

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