



## All-new Dodge Hornet **DIRECT CONNECTION**

### **Direct Connection Delivers Segment-exclusive Factory-backed Performance Upgrades for All-new Dodge Hornet**

- Direct Connection factory-backed performance parts from Dodge, available through Dodge Power Brokers dealers, give enthusiasts the keys to boost power of the already formidable Dodge Hornet
- Dodge Hornet GT GLH, displayed during the Hornet global reveal at the M1 Concourse, showcases available Direct Connection upgrades to enhance the performance of the Hornet
- Direct Connection stage kits for Dodge Hornet will offer factory-tuned, 50 state-legal engine calibrations
- Additional Direct Connection parts available to give Hornet a lower, louder and bolder performance and appearance
- Direct Connection Modern Performance parts installed by a Dodge Power Brokers dealer have the added benefit of maintaining the balance of the three-year/36,000-mile vehicle warranty
- Direct Connection parts for the Hornet will be available for online purchase through the nearest Dodge Power Brokers dealer at [DCPerformance.com](https://www.dodgeperformance.com)
- All-new Dodge Hornet opened for orders on August 17, with the Hornet GT set to reach dealers in early spring and the Hornet R/T arriving in late spring 2023
- For complete information on Dodge and the brand's Never Lift plan, which provides a 24-month road map to Dodge's performance future, visit [Dodge.com](https://www.dodge.com) and [DodgeGarage.com](https://www.dodgegarage.com)

The all-new Dodge Hornet features best-in-class standard performance in both of its powertrain options, but for many in the Dodge Brotherhood of Muscle, standard is just the starting point. Direct Connection, the Dodge brand's performance parts portfolio, expands with performance products developed exclusively for the Dodge Hornet to give power-hungry enthusiasts the keys to the only factory-backed performance upgrades in the segment.

#### **Dodge Hornet GT GLH Concept**

The Dodge Hornet GT GLH Concept, displayed during the Hornet global reveal at the M1 Concourse, showcases available Direct Connection upgrades to enhance the performance of the newest entry in



the four-vehicle Dodge lineup. The Hornet GT GLH pays homage to the high-performance Dodge Omni GLH (Goes Like Hell) produced in the mid-1980s. The Hornet GT GLH boasts a better power-to-weight ratio than the original and provides a look at one potential performance path created with Direct Connection parts.

### **Direct Connection Stage Kits**

Direct Connection stage kits for the Dodge Hornet, included on the Hornet GT GLH, offer stackable performance upgrades, enabling enthusiasts to achieve their performance goals with upgrades to the engine and transmission calibrations.

The Direct Connection Stage Kit boosts the Hornet GT and includes a Direct Connection Engine Control Unit (ECU) Tuner, a unique calibration code keychain, increased boost calibration and transmission calibration.

### **Direct Connection Chassis/Exhaust/Exterior Parts**

Stage kits represent just one facet of the Direct Connection performance parts lineup that will be available for the Dodge Hornet. Additional performance upgrades for the Hornet will include:

- **Lowering kit:** Drops the Hornet more than an inch to the ground with new front and rear springs, creating a lower center of gravity and enhanced cornering dynamics
- **Dual Exhaust:** Upgrades the standard exhaust of the Hornet GT to a less restrictive, dual exit exhaust with black chrome tips going through the bumper on the Hornet GT GLH, resulting in a throaty performance note
- **Wheels:** Hornet GT GLH rolls on exclusive Direct Connection-branded GLH 20-inch painted and machine-faced wheels
- **Graphics:** Adds a unique exterior look with exclusive Direct Connection GLH graphics, including stripes and logos

Direct Connection parts will also be available to upgrade the Dodge Hornet R/T performance hybrid. Additional details, including horsepower numbers, pricing and availability of Direct Connection parts for the Dodge Hornet, will be announced at a later date.

### **Dodge Power Brokers**

Direct Connection parts are exclusively available through Dodge Power Brokers dealers.



Dodge Power Brokers dealers are equipped with staff trained to deliver a performance-focused customer experience. Dealership staff meet set standards of comprehensive knowledge and expertise in high-performance areas, and each Dodge Power Brokers dealer features a dedicated webpage with contact information and biographies on dealership staff trained in high-performance customer service.

Customers can purchase a Dodge vehicle with Direct Connection upgrades directly from a Dodge Power Brokers dealership. Direct Connection Modern Performance parts installed by a Dodge Power Brokers dealer have the added benefit of maintaining the balance of the three-year/36,000-mile vehicle warranty (complete warranty details available at [DCPerformance.com](http://DCPerformance.com)).

### **Direct Connection Resources**

Direct Connection features an online headquarters, [DCPerformance.com](http://DCPerformance.com), which provides a one-stop online source to search and shop for Direct Connection performance parts. Parts ordered online are delivered to the doorstep by the nearest Dodge Power Brokers dealer.

The site allows enthusiasts to browse Direct Connection parts by vehicle or parts categories and view pricing and product details including vehicle fitment, 50-state legal emissions, installation instructions, install time, dealer hourly labor rates and warranty information for Direct Connection Modern Performance parts. A downloadable version of the Direct Connection parts catalog is also available, and Direct Connection merchandise and licensed products are available for purchase.

For enthusiasts needing person-to-person guidance, the Direct Connection Tech hotline at (800) 998-1110 is available to assist with technical questions.

### **About Direct Connection**

Dodge Muscle was born in the 1960s, when Dodge innovated performance upgrades that led to domination at the track and drag strip. As the muscle car enthusiast community exploded, so did the desire for factory-backed go-fast parts. In 1974, Direct Connection launched as the exclusive source for performance parts and technical information, straight from the manufacturer. As an industry first, Direct Connection changed the game with a massive portfolio of performance parts sold through the dealer network with technical information and how-to performance upgrade guides.

Fast forward to today, and with the release of the most powerful and fastest production vehicles in the world, Dodge has become synonymous with high performance. With a new generation of muscle car enthusiasts looking for “ready to run” parts, Direct Connection returns as the new source for high-performance parts and technical expertise straight from the factory.



## 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 a lineup that delivers unrivaled performance in each of the segments where they compete.

Dodge drives forward as a pure performance brand, offering SRT Hellcat versions of the Dodge Challenger, Dodge Charger and Dodge Durango, as well as an R/T plug-in hybrid electric vehicle (PHEV) version of the all-new 2023 Dodge Hornet, representing the brand's first-ever electrified performance vehicle. 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 710-horsepower Dodge Durango SRT Hellcat, the most powerful SUV ever; and best-in-class standard performance in the compact utility vehicle segment with the Dodge Hornet. Combined, these four muscle vehicles make Dodge the industry's most powerful brand, offering more horsepower than any other American brand across its entire lineup.

In 2022, 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 three years in a row. 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).

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](http://www.stellantis.com).

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