



2013 Dart Customized by Rap Star Pitbull

Dodge Teams with Rap Star For Customized 2013 Dart

AUBURN HILLS and NEW YORK CITY – The Dodge brand and Clear Channel Media and Entertainment named Jack Walters of Penfield, N.Y., as the grand prize winner of the “Road to Las Vegas” sweepstakes.

Walters and 11 other finalists were each given a trip for two to Las Vegas and two tickets to the Sept. 21-22 sold-out iHeartRadio Music Festival, the biggest live music event in radio history, where they vied for a chance to win the one-of-a-kind 2013 Dodge Dart customized by international recording artist Pitbull.

The concert concluded the nationwide “Road to Las Vegas” tour, which focused on music and the all-new 2013 Dodge Dart compact car.

The unique “iHeart Dodge Dart” customized by Pitbull was a collaborative effort by a team of Chrysler Group designers who provided the artist with a variety of options for the interior and exterior and advanced concepts so as to create an aesthetic that communicated the essence of the Pitbull persona.



Dart Interior

His tailored suit, classic sunglasses and the contrasting pin-stripes, which have provided an iconic style associated with the artist and the stage presence he emits, served as inspiration for the final design.

The one-of-a-kind Dodge Dart features a high-contrast, matte-white exterior and black roof.

custom liquid graphite 18-inch aluminum wheels, and black-and-pearl-white leather and suede interior, complemented by tasteful metals to evoke a classic yet casual sophistication.

The Dodge brand promoted the summer music events online through iHeartRadio.

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