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COMING UP IN...

May

## The Challenger

The star of the classic car-chase movie *Vanishing Point* will reappear this May on highways everywhere. Following a trend among automakers of updating classics like the Ford Mustang and the Mini Cooper, Chrysler will roll out the Dodge Challenger—again.

The original Challenger joined the ranks of other formidable muscle cars like the Pontiac GTO when it entered the market in 1970. Originally offered as either a two-door hardtop or convertible, the Challenger quickly became known for its racing ability, serving as pace car in the Indianapolis 500 in the early '70s. The Challenger R/T even starred in *Vanishing Point*, the 1971 cult film about a guy named Kowalski who battles the highway patrol with the help of a blind disc jockey with a police scanner.

The all-new Challenger SRT8 closely resembles the 1970–71 models—now some of the world's top collector cars—with its long hood, short deck, and wide stance. But this modern version offers drivers more power and high-tech gadgets than Kowalski could dream of, including a 6.1-liter V-8, GPS navigation, and hands-free communication options.

Though available for order now, the cars will head to dealerships in May. Despite the hefty base price of \$37,995, Chrysler expects a hit. "I don't know if it's the nostalgia, or the amount they have to spend," says Mark Mallie, brand manager for Dodge Marketing. "But baby boomers have been pushing demand for classic car re-releases." They'll have their chance to reclaim the roads when the Challenger roars back to life.

**Retro Pony Ride**  
The classic muscle car gets a modern update this May.

