

Car Corner

A New Take On Raising Money For A New Car

(NAPSA)—A new spin on a practice once reserved for newlyweds is being used to put new-car buyers on the road to happiness.

There's an online program that provides a creative way to raise money toward the purchase of a new car by mobilizing friends and family to help consumers make their new-car dreams come true.

The Dodge Dart Registry allows consumers to configure and customize a Dodge Dart, and set a goal for the amount of money they want to raise to fund it. It then itemizes components of the car—such as a steering wheel, shifter, seat or engine—allowing friends, family or anyone to sponsor the specific parts.

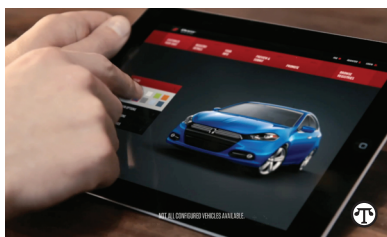
Giving A Gift They Want

As with any registry, friends and family can ensure they're giving a gift that someone really wants, whether it is for birthdays, graduations or any other gift-giving moments throughout the year.

Once registered, individuals have the option to connect to Facebook and Twitter to spread word about their desire to own a new Dodge Dart or, perhaps, thank anyone who has contributed to the effort, all the while communicating and sharing key features of the vehicle through their social channels.

Changing The Rules

According to Oliver Francois, a senior executive with Chrysler, "The registry is designed to make the process of configuring and buying a new Dart more social than ever, in a way that has never been done before. Now, 'New Rules' transcends not only how we design, build and market a



A new program helps consumers raise money toward the purchase of a new car by mobilizing friends and family to contribute.

car, but redefines how consumers can purchase a new vehicle by mobilizing friends and family to help."

How It Works

The "Dodge Dart Registry" is powered by RocketHub, a socially driven platform that has helped thousands of artists, scientists, entrepreneurs and social leaders raise millions of dollars from around the world.

Participants go to www.DodgeDartRegistry.com to set up their personalized registry, including creating their own custom Dodge Dart—choosing from available colors, interior and exterior feature and trim options, three powerful, fuel-efficient engines, and three transmission choices—and establishing fundraising goals for a period of time, up to 90 days.

Funds raised on the registry, minus processing fees, can be used to purchase a new Dodge Dart. Registry owners and funders must be at least 18 years of age and residents of the 50 United States or the District of Columbia.

To learn more, visit www.DodgeDartRegistry.com.