

Kelley Blue Book: 1969 Dodge Charger Value Increases Significantly as 'Dukes of Hazzard' Car Makes Its Movie Debut

As Movie Release Date Approaches, Car Enthusiasts Clamor for Charger

WHAT:

With Warner Bros. Pictures' movie remake of the hit television series "The Dukes of Hazzard" set to premiere in Hollywood on July 28, Kelley Blue Book reports that the value of the 1969 Dodge Charger, the famed car used as the Dukes' "General Lee," has significantly increased in recent months due in large part to the upcoming movie.

All '69 Charger trim levels have seen significant increases in value over the last two years, with major jumps in price occurring in the last six months. For example, the 1969 Dodge Charger SE 500 in mint condition could fetch up to \$61,600 today versus \$43,900 only six months ago, a 29 percent increase in the vehicle's value. For a mint condition 1969 Dodge Charger R/T, the price has increased 64 percent this year, up from \$28,200 in January 2005 to \$43,900 in July 2005.

Additionally, any '69 Charger model equipped with a Hemi engine is going for triple the value.

WHO:

Kelley Blue Book's Mark Brueggemann, senior market analyst, and Jack R. Nerad, editorial director and executive market analyst are available for interviews.

"1969 Dodge Charger models are selling for more than Ferraris," said Mark Brueggemann, senior market analyst for Kelley Blue Book.

"As a quintessential example of the American muscle car, the 1969 Dodge Charger is very popular among enthusiasts and collectors," said Jack R. Nerad, editorial director and executive market analyst for Kelley Blue Book's kbb.com. "The collector car market reflects the popular culture, so the fact that the '69 Charger is a star of 'The Dukes of Hazzard' movie -- and perhaps it deserves top billing along with the movie's actors -- means its substantial increase in popularity will continue."

About Kelley Blue Book (kbb.com):

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every four American car buyers complete their research on kbb.com. Kelley Blue Book is located in Irvine, Calif.

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SOURCE: Kelley Blue Book

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