

Dodge Announces 12 Finalists in Search for Dodge Dakota Ultimate Guy

April 20, 2005, Auburn Hills, Mich. -

Consumers invited to vote online for their favorite Dodge Dakota Ultimate Guy finalist at www.dodge.com/ultimateguy

Dodge Dakota Ultimate Guy wins 2005 Dodge Dakota and a dream sports day with friends; Eleven finalists win ultimate tailgating package

The Dodge brand announced the 12 finalists in the national search for the Dodge Dakota Ultimate Guy. All finalists represent core characteristics of the Dodge Dakota Ultimate Guy: strong, capable, works hard and plays even harder.

Consumers have until April 29 to vote for their favorite Dodge Dakota Ultimate Guy at www.dodge.com/ultimateguy, where they will find photos of the finalists, as well as essays describing the nominees' ultimate guy style, capability and how they stand out from the crowd.

"All of the 12 finalists embody the Dodge Dakota Ultimate Guy and value the three Ts: Tools, Toys and Trucks," said Fred Diaz, Director - Dodge Communications, Chrysler Group. "These are the kind of guys who respect and use power tools on a regular basis, own a grill and are not afraid to use it, and either have a truck, had a truck or see a truck in their near future."

The 12 finalists are:

Jamie Nowicki, Berkley, Mich. – "Jamie takes his pride in very simple pleasures; homemade comfort foods, a good football game, putting in a hard day's work and most of all playing some Zeppelin on his drums!"

Dane Taylor, Cary, N.C. – "Dane is an astute IT professional by day and caring father to a 16-year-old son and four-year-old daughter by night."

Craig Arrowood, Galloway, Ohio – "Craig loves all things manly: playing a pick-up game of basketball on the outdoor patio he installed, grilling, riding his ATVs, washing and babying his 2002 Dodge Dakota Quad Cab and playing with power tools."

Jeremy Noel, Hanover, Pa. – "Jeremy spends his days in torn jeans and fire caulk covered t-shirts. His daily mode of transportation is a beat up Dodge Ram, with a bed filled with copper or aluminum."

Vito Lisa, King Park, N.Y. – "Vito's bold, distinctive style is all man. When he's not working hard or breaking a sweat building something, he's watching any sporting event he can find on television."

Samuel Romanos, Jr., Laredo, Texas – "Samuel has a determination to finish what he starts, and he is always improving what he sets out to do. He is a truck driver by profession, a real handyman around the house, but cars, pickups and motorcycles are his true passion."

Don Vild, Medina, Ohio – "Don can be found at sporting venues, local pubs, wooded areas, gyms and Sunday morning ball fields. He is a father that has been married and in love with the same woman for 25 years."

Robert Herrera, Phoenix, Ariz. – "Robert can wear jeans, a flannel shirt and work boots and look as polished (if not more) than in his dress-up business attire. While constantly changing roles from husband, uncle, brother and son, his style always remains the same."

David Dahl, Red Wing, Minn. – "David is a jeans and sweatshirt kind of guy. He would rather be outside than in. If you need anything done ... ask Dave, he'll lend a hand. He can do just about anything from plumbing to auto repair to mixing up a great supper."

David Neumann, Valley Mills, Texas – “David is the ultimate dad to three daughters, who loves the outdoors, helping his friends, hunting and barbecuing.”

Scott Killeen, Sherman Oaks, Calif. – Scott thinks Levis and comfortable cotton are the only way to dress. He's not into cologne, just a clean, natural scent. He can hoot and holler with the best of them at any race or football game, yet is great around kids.”

Chris MacIntosh, Fenton, Mich. – “Chris works in a lumber yard, is a former high school football star, and a father. He is the silent hero in the family, watches any sporting event he can find on television and is a diehard Chicago Bears fan.”

About the Search

The national search for the Dodge Dakota Ultimate Guy kicked off Feb. 24. Twelve Dodge Dakota Ultimate Guy finalists were selected by judges based on essays submitted via nomination forms. One lucky finalist will be named as the Dodge Dakota Ultimate Guy and win the Grand Prize: a 2005 Dodge Dakota and a Dakota Dream Sports Day with four of his friends. The 11 semi-finalists will all receive an ultimate tailgating prize, which includes a portable grill, stainless steel cooler and deluxe chairs.

About the All-new 2005 Dodge Dakota

The Dodge Truck lineup continues to haul the most leadership claims. Bigger, bolder and tougher, the all-new 2005 Dodge Dakota stands alone as the largest and strongest mid-size pickup on the market with the only two V-8 engines in its class. New interiors improve comfort levels on both Dakota Club Cab and Dakota Quad Cab models, with more interior room than any other mid-size pickup. The Dodge Dakota Quad Cab offers the most interior space in its class with available six-passenger seating.

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