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Dodge Avenger Concept Makes Bold, Powerful Style Statement

- Dodge Avenger concept vehicle revealed at the "Mondial de l'Automobile" in Paris
- Designed for global appeal; brings Dodge brand heritage into the D-segment (mid-size sedan market)
- Chrysler Group global product offensive continues at full throttle

September 19, 2006, Paris -

Dodge is looking to spin the global D-segment with the all-new Dodge Avenger concept — a bold, styling statement that does away with the idea that a functional mid-size car is automatically boring. Avenger's Dodge branded styling makes a definite statement in the D-segment, commanding attention and evoking attributes that define the Dodge brand: bold, powerful, capable and street smart.

This Avenger concept, finished in a striking Inferno Red, will appeal to car buyers around the world who need the practicality, functionality and fuel efficiency of a mid-size sedan, but want more, including a vehicle with pizzazz that stands out and makes a statement. Avenger's bold Dodge styling, innovative features and solid performance would allow them to do just that. The Avenger concept hints at the next-generation global D-segment vehicle from Dodge.

"This Avenger concept is another expression of where the Dodge brand is headed," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "Avenger brings Dodge brand American muscle car heritage into the global mid-size car segment. It does for the global D-segment what Caliber has done in the global C-segment — it offers a unique alternative to the competition."

From the front, there's no mistaking the bold presence of Dodge's heritage cues in Avenger's crisp and edgy exterior design. Large, modern quad headlamps surrounded by black housings create the distinctive glare that forms Avenger's face and surround the signature Dodge crosshair grille, which features body-color accents. Fog lamps are positioned in the outer corners of the front fascia and surround a diamond mesh texture that runs the length of the fascia. The lower fascia splitter is punctuated by two fairings. A stamped formation in the center of the hood carries the vertical lines of the crosshair grille.

Avenger's side profile is distinguished by a long hood, short deck lid proportions with muscular rear shoulders and sleek rear spoiler. This concept's long greenhouse is created by the use of a high-gloss black B-pillar and aerodynamic inspired rear door appliques, which make this mid-size sedan look like it's pouncing forward, even when it's at a standstill. A strong character line stamped in the sheet metal accentuates Avenger's chiseled profile.

With its wide stance, lowered ride height and deep side sills, the Avenger concept is firmly planted on the road. Nineteen-inch five-spoke painted Satin Silver wheels and all-season performance tires add to the Avenger concept's sporty look. Deep red brake calipers gleam from the wheels. Body-color door handles and fold-away mirrors add to Avenger's sport appearance, keeping the side profile clean and sharp.

From the rear, the large, expressive taillamps placed at the corners frame the deck lid. A finely-tuned body-color spoiler is sleekly integrated in the deck lid. An integrated lower rear diffuser reduces drag and improves fuel efficiency. Chrome-tipped dual exhaust outlets communicate the performance capability of the Avenger concept's 2.0-liter turbo diesel engine, which could be sold in markets outside North America.

Dodge Brand

Dodge sold more than 1.4 million vehicles worldwide in 2005. With a U.S. market share of 7 percent, Dodge is the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. The Dodge global portfolio includes a range of cars, trucks, minivans and sport-utility vehicles. Dodge Caliber spearheads the

Dodge brand's expansion into volume markets outside North America and will be followed by the Dodge Nitro and the high-performance Dodge Caliber SRT4.

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