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All-new 2011 Dodge Durango Attracts Active, Fun Audience to American Brand

- Durango delivers crossover versatility, SUV capability and performance matched only by expensive premium brands
- All-new Durango styling appeals to youthful, active buyers
- No traditional "base model"-feature-filled lifestyle models targeted at different user wants and needs

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The all-new 2011 Dodge Durango comes to market as full-size SUV customers continue to shift away from truck-based vehicles. Smaller, three-row passenger vehicles make up a newer segment, and Durango's purpose-built rear-wheel-drive based SUV unibody structure delivers a unique equation that is otherwise only found on expensive premium-branded SUVs.

Durango customers are youthful and full-of-life, engaged in many different hobbies and family commitments. Their active lifestyles keep them on the run, and they depend on technology to keep them connected. The Durango delivers with an agile, flexible vehicle that is spacious with three rows for passengers and their gear.

"There are nearly 1.5-million Durango owners out there who will love the versatility and fun-to-drive performance of the 2011 model," said Ralph Gilles, President and CEO-Dodge Brand and Senior Vice President-Design, Chrysler Group LLC. "Dodge owners are younger at heart, with a lot more attitude, and they want a vehicle that stands out from the crowd, expressing their individuality. Durango gets them there."

Durango delivers on the Dodge brand's promise to create a totally unique experience, from better handling cars to a distinct design character that rings true to the entire brand line-up. The all-new 2011 Dodge Durango has a distinct advantage over the competition as an SUV designed to deliver performance, without compromising fuel economy. Durango balances a capable SUV image with crossover versatility, excellent acceleration, handling and refinement wrapped in a gorgeous package designed to catch the eyes and the hearts of young-at-heart buyers.

Along with Dodge Charger and the totally revamped Dodge Avenger, Journey, Grand Caravan and Challenger, Dodge Durango is leading the re-launch of the Dodge brand for the 2011 model year. Durango is available in four models: Express, Crew, R/T and Citadel, all packaged to meet the needs of individual customers. They include a host of premium features, such as high-end interiors, the latest infotainment technology and impressive powertrain options, along with the exterior design that is distinctively Dodge.

EXPRESS

Dodge Durango Express customers want a smart SUV that's fun to drive, delivers style and easy functionality, and doesn't break the bank. They want an SUV with a number of safety features and the versatility and spaciousness of a minivan, but the driver in them also appreciates the larger alloy wheels that come standard on all Durango packages. Express will serve dual purposes for work and play.

CREW

Dodge Durango Crew customers live busy lives and need features that will simplify their day-to-day roller coaster. Between work life and family life, they need a vehicle that is spacious enough to haul the crew and their gear. They love to drive and relish the feelings it evokes, but also want a safe vehicle that stands out from the crowd and expresses their individuality. Crew customers seek the perfect balance of functionality and fun, entertainment and versatility, value and indulgence. The Crew delivers with features like remote start, rear backup camera, memory seats, unique badges and a power liftgate.

The CrewLux is a lifestyle package available on the Crew model designed for customers who want more features and love the value proposition that the Crew model offers. Between work life and family life, they need a vehicle that is spacious enough to transport friends and family while leaving room for luggage and active hardware such as snowboards and bikes. The CrewLux shares many features with the Crew and adds 20-inch wheels, heated leather first- and second-row seats, Garmin navigation and more. CrewLux customers are thrilled with premium options and see the additional features as value added without stepping to the next price point.

R/T

Dodge Durango R/T customers live for the excitement and adventure that driving provides. These enthusiasts have active lifestyles with family and friends and require a vehicle with seating and cargo versatility. Still, just because they need a SUV or crossover doesn't mean they want to compromise the thrill of driving. They want it all. Durango R/T fills the void they may feel with their old SUV. The high-performance version of the all-new Durango is available with hot-rod looks, HEMI® power, world-class handling and true R/T heritage. The R/T model features a unique suspension tuning, 20-inch performance tires and a 20 mm lower ride height, all of which add another level of dynamic capability. R/T is also available with a summer performance tire for even greater grip. The interior supports the image with personalized R/T branding. The R/T delivers an unrivaled, bold, confident and stylish monochromatic exterior that exudes pride.

CITADEL

Citadel is the ultimate in Durango luxury. Citadel customers want premium content with a performance bias and realize Citadel gets them there at an attainable price. Features include rich, perforated Nappa leather heated and ventilated seats, stitched interior components, remote start, Blind-spot Monitoring, chrome-finished 20-inch wheels, high-intensity discharge (HID) lights and a unique chrome grille among a long list of standard features. Citadel customers are successful professionals who work hard to enjoy the finer things in life. Their lifestyles require a larger vehicle with plenty of room to move and amenities that place the Citadel in a league above the competition. Citadel is loaded with features, and it delivers an unexpected feel when driving through city streets as it shares the rigid body and four-wheel independent suspension with all Durango models.

AVAILABLE EQUIPMENT AND OPTION PACKAGES

DODGE DURANGO EXPRESS OPTIONS:

Sunroof

Engine block heater

Roof rack with integrated stowable crossbars

Trailer Tow II package (V-6 engine)

Heavy-duty cooling

220-amp alternator

Class IV hitch and 2-inch receiver

Seven- and four-pin wiring harness

Load-leveling rear suspension

Full-diameter spare tire (US/Canada only)

Skid Plate Group (AWD only)

Front-suspension skid plate

Transfer case skid plate

Underbody skid plate

Fuel-tank skid plate

Front tow hooks

Popular Equipment Group

AM/FM/DVD/MP3/HDD Media Center radio

Leather-wrapped steering wheel

ParkView® rear backup camera and ParkSense® rear park assist

Uconnect® with USB port for mobile devices

DODGE DURANGO CREW OPTIONS:

Sunroof
Engine block heater

Entry Navigation / Commuter Group
AM/FM/DVD/MP3/HDD radio with entry navigation
SIRIUS Travel Link (US only)
Power tilt-and-telescoping steering column
Rain-sensitive wipers
SmartBeam® headlamps

Rear-seat Entertainment Group
AM/FM/DVD/MP3/HDD radio with entry navigation
SIRIUS Travel Link (US only)
Power tilt and telescoping steering column
Rain-sensitive wipers
SmartBeam® headlamps
Rear-seat entertainment
SIRIUS Backseat TV™

Trailer Tow II Package (V-6 engine)
Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-diameter spare tire (US/Canada only)

Trailer Tow IV Package (V-8 engine)
Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-diameter spare tire (US/Canada only)

Skid Plate Group (AWD only)
Front suspension skid plate
Transfer case skid plate
Underbody skid plate
Fuel-tank skid plate
Front tow hooks

DODGE DURANGO CREWLUX OPTIONS:

Sunroof
Engine block heater

Technology Group
Adaptive cruise control
Forward Collision Warning
Blind-spot Monitoring and Rear Cross Path Detection

Rear-seat Entertainment Group
Rear-seat entertainment
SIRIUS Backseat TV™
Sunroof

Trailer Tow II Package (V-6 engine)

Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-size spare tire (US/Canada only)

Trailer Tow IV Package (V-8 engine)
Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-size spare tire (US/Canada only)

Skid Plate Group (AWD only)
Front suspension skid plate
Transfer case skid plate
Underbody skid plate
Fuel tank skid plate
Front tow hooks

DODGE DURANGO R/T OPTIONS:

Sunroof
Engine block heater
Summer performance tire 265/50/R20

Entry navigation/Commuter group
AM/FM/DVD/MP3/HDD radio with entry navigation
SIRIUS Travel Link (US only)
ParkView® rear backup camera and ParkSense® rear park assist

Adaptive Cruise Group
Adaptive cruise control (ACC)
Forward Collision Warning

Leather Interior Group
Leather seats (Capri / Capri) with R/T embroidered logo
Heated first and second row seats
Power driver eight-way with memory and passenger six-way seats
Power driver and passenger four-way lumbar
Power tilt-and-telescoping steering column
Body-color signal mirrors with memory

Rear-seat Entertainment Group (m/h Entry Nav & Sunroof)
AM/FM/DVD/MP3/HDD radio with premium navigation
Sunroof
SIRIUS Travel Link (US only)
ParkView® rear backup camera and ParkSense® rear park assist
ACC
Forward Collision Warning
Rear-seat entertainment
SIRIUS Backseat TV™

Trailer Tow IV Package (V-8 engine)
Heavy-duty cooling
220-amp alternator

Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-size spare tire (US/Canada only)

DODGE DURANGO CITADEL OPTIONS:

Engine block heater

Rear-seat Entertainment Group
Rear-seat entertainment
SIRIUS Backseat TV™

Trailer Tow II Package (V-6 engine)
Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-diameter spare tire (US/Canada only)

Trailer Tow IV Package (V-8 engine)
Heavy-duty cooling
220-amp alternator
Class IV hitch and 2-inch receiver
Seven- and four-pin wiring harness
Load-leveling rear suspension
Full-diameter spare tire (US/Canada only)

Skid Plate Group (AWD only)
Front suspension skid plate
Transfer case skid plate
Underbody skid plate
Fuel-tank skid plate
Front tow hooks

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