

## **New Advertising Spots for all-new 2011 Dodge Durango Showcase the Return of American SUV Performance**

- New 30-second spots begin in third quarter and emphasize 'The SUV is Back'
- Television and digital advertising demonstrate 2011 Dodge Durango's best-in-class driving range, power and towing capacity, seating for seven and other vehicle refinements that deliver the 'Sport' in Sport Utility Vehicles

August 3, 2011, Auburn Hills, Mich. - American performance returning to center stage is the overall message of new television advertising for the new 2011 Dodge Durango. Numerous spots will begin airing this week all of which will emphasize that "The SUV is Back."

"In all of our advertising campaigns, we look for creative solutions that entertain the audience, capture the essence of each of our individual brands, and showcase our competitive advantages," said Olivier Francois, Lead Executive for Marketing, Chrysler Group LLC. "With bold and creative treatments characteristic of the Dodge brand, the new ads prove the point that Durango can go head-to-head with the competition and always come out the winner."

"With its perfect blend of fuel efficiency and driving dynamics, spacious seating for seven, and best-in-class power and towing capacity, no other sport utility on the road compares with the all-new Dodge Durango," said Reid Bigland, President and CEO – Dodge Brand, Chrysler Group LLC. "Durango customers are looking for the perfect balance of functional versatility and luxury at an outstanding value, a vehicle that is spacious and flexible enough to haul three rows of passengers and their gear, but powerful and agile enough to keep it fun. It is these capabilities and features that are the focus of the new ad campaign."

The first spot, titled "Long Lost Performance," sets up the overall campaign message, that the new 2011 Dodge Durango re-establishes performance in the SUV segment and redefines that a SUV should also deliver the perfect blend of power and fuel efficiency.

"Long Lost Performance" begins with the backdrop of an abandoned, dilapidated racetrack and an announcer lamenting that the era of automotive performance in the SUV segment is gone. Just as he hears two new Dodge Durangos approaching, he changes his tone and proudly proclaims that it "sounds like performance returning to the stage." While many may have abandoned the "sacred" institution of performance, power, handling, agility and fun, the Dodge Durango has not. The spot closes with the voiceover, "American performance. Consider yourself redeemed."

The first spot debuted during Major League Baseball's All-Star game on July 12 and additional ads will roll out on national television beginning in August with each focusing on specific Durango product features and customer benefits. New ads will be featured on the brand's website ( [www.dodge.com](http://www.dodge.com)) and YouTube channel ([www.youtube.com/dodge](http://www.youtube.com/dodge)).

With the broad appeal of the Dodge Durango, the media schedule will cover a wide variety of programming including national television and cable channels.

The campaign includes a radio spot airing nationally on ESPN and follows regional billboards and print advertising first launched in the spring.

### **TELEVISION ADS**

#### **Punch Line (Power/Efficiency)**

In "Punch Line," a fuel economist and a horsepower enthusiast are each touting the features of their new vehicles –

one can go up to 500 miles on a single tank of gas and the other has a V-6 engine with best-in-class-towing and power. The punch line is that both are driving a new 2011 Dodge Durango, with the award-winning, powerful and fuel-efficient 3.6-liter Pentastar V-6 engine.

#### **The Bad News (Seven-Passenger Seating)**

Showcasing Durango's roomy seven-passenger seating, the spot opens with seven race car drivers running toward the all-new Dodge Durango as the announcer says, "The good news is the new Dodge Durango is a performance SUV that can comfortably seat seven professional drivers. The bad news is, only one of those seven is in the driver's seat."

#### **Rhymes With (Luxurious Interior)**

Like many high-performance vehicles, the 2011 Dodge Durango has a lavish interior. This spot draws a comparison to a particular high-performance vehicle with a comparable lavish leather interior. (It rhymes with Ferrari.)

#### **Responsibility (Towing)**

Demonstrating what it means to have best-in-class towing capacity and the ability to tow 7,400 pounds of power, in "Responsibility," the Durango all at once tows a dirt bike, ATV, motorcycle, boat, jet ski and, even, a competitive SUV. "They say with great power comes great responsibility...The SUV is back."

#### **Ultimate (Towing: Dodge Durango vs. Competition)**

In the world of sport and utility, performance is capability. And what you're capable of towing is what differentiates the Durango from other crossovers and SUVs. This spot is an actual demonstration of the Durango's best-in-class towing capability versus a competitive vehicle.

### **ONLINE SPOTS**

#### **Sensitive (Rain Brake Support)**

Towing precious cargo and hauling seven passengers brings a certain level of caution. Therefore it is important to communicate the exclusive features that make these tasks safer and more manageable. The Durango's Rain Brake Support system is one feature that validates safety and security as another important aspect of performance.

#### **Figure 8 (50/50 Weight Distribution, Multi-Link Suspension)**

Balance, agility and the ability to handle, are characteristics of the 2011 Dodge Durango that reinforce the "sport" in sport utility. This ad exhibits the Durango's ability to handle and maneuver in tight spaces because of the unique weight distribution and sporty suspension system.

#### **Gary (AWD Brake Traction Control)**

Traveling over off-road terrain is necessary for any true SUV. In "Gary," the Durango's AWD Brake Traction Control feature is explained in a way that is easily understood, but still gives validation to the thinking behind the many underlying engineering complexities of this particular feature.

#### **Radar (Adaptive Cruise Control)**

What makes one SUV stand out from all others? Is it technology? Is it the ability for said technology to create a more active driving experience? Is it technology called Active Cruise Control that uses radar to anticipate the distance between the SUV and the driver ahead to automatically maintain a safe driving distance? Yes, and the new 2011 Dodge Durango has available Adaptive Cruise Control.

### **TOP SAFETY PICK AWARD**

Dodge Durango was named a "Top Safety Pick" for 2011 by the Insurance Institute for Highway Safety (IIHS) <sup>1</sup>. The IIHS recognizes vehicles that perform "good" in front, side, rollover and rear crash test evaluations performed at its Vehicle Research Center in Virginia.

### **ABOUT DODGE DURANGO**

With its four-wheel independent suspension and responsive steering and handling, Durango puts the "Sport" in Sport Utility. No other SUV on the road compares with the all-new Dodge Durango's distinctive bold Dodge design that

craftily houses a spacious three-row, seven-passenger functional, flexible and premium interior, covered in soft-touch materials. Durango features more than 30 storage areas, 28 seating configurations and a rear cargo area of nearly 85 cubic feet that fits a 6-foot couch with room for coffee table or a 10-foot ladder with the front passenger seat folded flat.

Durango also delivers the perfect blend of power and fuel efficiency. Its award-winning 3.6-liter Pentastar V-6 engine delivers best-in-class 290 horsepower along with a best-in-class driving range of more than 550 miles on one tank of fuel – that means Durango owners could drive all the way from Chicago to Nashville; San Diego to San Francisco; or New York City to Boston and back again without needing to stop for fuel. The available HEMI® V-8 engine with Fuel Saver multi-displacement technology delivers a best-in-class 360 horsepower and 390 lb.-ft. of torque. Both engines deliver best-in-class V-6 and V-8 towing with standard trailer sway control on all models (V-8 - 7,400 lbs. and V-6 – 6,200 lbs.). Durango also features more than 45 safety and security features.

<sup>1</sup>The IIHS award applies to Durango models built after May 2011.

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