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All-new 2011 Dodge Durango 'Well Worth the Wait,' Earns 'Car of the Month' Award from NADAguides for November

- All-new 2011 Dodge Durango named “Car of the Month” for November by NADAguides
- Insurance Institute for Highway Safety (IIHS) “Top Safety Pick” for 2012
- Standard seven-passenger seating on all models
- Class-leading driving range of more than 550 miles on a single tank of fuel
- Class-leading towing with both engines: up to 7,400 lbs. with HEMI V-8 and 6,200 lbs. with V-6

November 1, 2011, Auburn Hills, Mich. - The new Dodge Durango continues to garner awards and high praise from experts impressed with its best-in-class capability, style, spaciousness, interior craftsmanship and driving dynamics. With its four-wheel independent suspension, near 50:50 weight distribution, responsive steering and handling and best-in-class driving range, combined with its standard seven-passenger functional, flexible and premium interior and Insurance Institute for Highway Safety (IIHS) Top Safety Pick status, the all-new 2011 Dodge Durango is NADAguides' “Car of the Month” for November.

“The craftsmanship found in this vehicle demonstrates why it took Dodge three years to overhaul this vehicle – it was well worth the wait,” said Troy Snyder —Director of Product Development, NADAguides. “Every line of the 2011 Dodge Durango has become fluid and smooth, the driving performance enhanced, the interior upgraded to luxury standards and a safety system that surpasses its closest competitors. Our team of analysts really enjoyed driving this vehicle and feels it will give the competition a run for its money.”

The NADAguides' (National Automobile Dealers Association) “Car of the Month” award gives consumers practical information on new cars, trucks and SUVs chosen by the analysts at NADAguides for exceptional performance, efficiency, features, options and appeal.

“We're extremely pleased NADAguides has recognized the Dodge Durango as the ‘Car of the Month’ for November,” said Reid Bigland, President and CEO – Dodge brand. “It's always an honor when automotive experts recognize the style, capability and value we're offering with our all-new lineup of vehicles. With Durango's class-leading towing capacity, best-in-class driving range and premium interior, it truly is one of the best choices in the seven-passenger SUV segment.”

The “Car of the Month” award from NADAguides follows one week after the Texas Auto Writers Association (TAWA) named the Dodge Durango “Full-Size SUV of Texas.”

Criteria used to determine NADAguides “Car of the Month” includes: quality of engineering, fuel efficiency, safety equipment and ratings, pricing and overall value, sales trends, consumer market interest on NADAguides.com, and test drives performed by NADAguides market analysts. Car of the Month vehicles are eligible for the NADAguides Car of the Year award.

NADAguides said the first complete overhaul inside and out since 2008 helped the 2011 Dodge Durango catch the attention of its analysts. The fresh look of the exterior, quality upgrade in the interior, a safety system that surpasses the competition, ample space, comfort, technology and performance make the Dodge Durango impressive all around. Best-in-class power, best-in-class towing and best-in-class driving range coupled with an IIHS Top Safety Pick further cement the 2011 Dodge Durango as an industry leader and the NADAguides “Car of the Month” for November.

About Dodge

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 miles per gallon (mpg) on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

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