

Contact: Todd Goyer
Colin McBean

The All-New 2005 Dodge Dakota is the Largest Mid-Size Pickup and Boasts The Only Available V-8 Power in its Class

August 31, 2004, Auburn Hills -

OVERVIEW

Bigger, bolder and tougher, the all-new 2005 Dodge Dakota stands alone as the largest, most powerful and most capable mid-size pickup in the market. With best-in-class torque, horsepower and towing, the 2005 Dodge Dakota delivers full-size pickup styling, feel and power with the only V-8 in the class.

"Dodge Dakota defined the mid-size segment with more room, more comfort and more power than the competition," said Eric Ridenour, Executive Vice President-Product Development, Chrysler Group. "The all-new 2005 Dodge Dakota repeats that success and injects some Dodge Ram DNA into the design and feel of the new Dakota. Dodge buyers like the 'right size' of the current Dodge Dakota, which is more fuel efficient and maneuverable than a full-size pickup, but can still get the big jobs done.

The new Dakota gives them exactly what they want: full-size pickup capability in a mid-size package."

DODGE: BOLD, POWERFUL AND CAPABLE

The all-new 2005 Dodge Dakota takes its place at the head of the class, with an all-new stronger and more durable fully boxed frame. New front and rear suspensions deliver improved ride refinement, yet still provide a best-in-class 7,000 lbs. of towing capability and a gross combined weight (GCW) of 11,500 lbs. Dakota is the only pickup in the mid-size segment to offer full-time four-wheel drive.

"Dodge created the mid-size segment with the original Dakota and the new Dakota is still the only mid-size truck that hits the mark," said Darryl Jackson, Vice President-Dodge Marketing. "Dodge Dakota lets our owners work hard and play hard by providing the largest and most powerful mid-size pickup."

"The 2005 Dakota is the next step in the all-new Dodge truck lineup," added Jackson. "As with the Dodge Ram 1500 HEMI®, Dodge Ram SRT-10 and Dodge Ram Heavy Duty, the Dakota dominates its segment with power and capability. Longer and wider than the mid-size competition, the new Dodge Dakota offers best-in-class overall interior space and comfort."

The all-new 2005 Dodge Dakota is 3.7 inches longer than its predecessor, primarily ahead of the front axle, to provide added crush space for improved impact performance. The new design reflects a balance between added safety features and the maneuverability of a true mid-size pickup. The bumpers are also extended slightly farther fore and aft to increase their protective capabilities in low-speed impacts. The body has been widened 2.7 inches.

CLASS-DOMINATING POWER AND THE ONLY V-8 IN ITS CLASS

Now with two V-8 offerings, Dodge Dakota dominates the mid-size segment in power and torque, with a powerful standard 3.7-liter Magnum V-6 rated at 210 horsepower (157 kW) and 235 lb.-ft. of torque (319 N•m). The 4.7-liter V-8 Magnum is rated at 230 horsepower at 4,600 rpm and 290 lb.-ft. of torque at 3,600 rpm, while the new 4.7-liter High Output Magnum V-8 further eclipses the competition in both power and torque with 250-plus horsepower (186 kW) and 300-plus lb.-ft. of torque (417 N•m). Both V-8 engines are rated between three and four percent more fuel efficient than the previous Dodge Dakota V-8 engines.

FULL-SIZE TRUCK CAPABILITY AND COMFORT

New interiors improve comfort levels on both Dodge Dakota Club Cab and Dakota Quad Cab models, with more

interior room than all other mid-size pickups. The Dodge Dakota Quad Cab offers the most overall interior space in its class with available six-passenger seating. The 2005 Dodge Dakota also becomes the first mid-size pickup to offer heated cloth seats.

The Dodge Dakota Club Cab becomes the standard cab offering of the all-new Dakota. With forward-facing rear seats and new standard rear-hinged access doors, the Club Cab's individual rear seats provide seating for two adults in greater comfort than the previous three-passenger seat. For added versatility, folding rear seat cushions provide 30.0 cu. ft. of storage behind the front seats, an increase of 4.0 cu. ft.

The new 2005 Dodge Dakota Quad Cab is roomier than all other mid-size pickups, providing adult-size rear seating for three. The driver's seat track on both Quad Cabs and Club Cabs have 8.7 inches of travel to improve comfort. The Club Cab front passenger seat has an ample 7.5 inches of travel. With rear seats folded, there is 37.1 cu. ft. of storage space behind the Quad Cab's front seats, an increase of 7.2 cu. ft.

The Dodge Dakota's capability advantage continues with more room between the wheel wells compared with the competition, but Dakota maintains its bed wall height for easy loading. The Dodge Dakota Club Cab features a six-foot, six-inch bed and the Dakota Quad Cab features a five-foot, four-inch bed.

REFINEMENT

From its chiseled and muscular exterior to its clean and purposeful interior design geometry, the all-new Dodge Dakota brings new levels of refinement to the mid-size pickup segment. All-new coil-over-shock front suspension and rack and pinion steering deliver improved ride and handling, while cleaner aerodynamics and improved sound deadening techniques combine to deliver the lowest noise, vibration and harshness (NVH) levels in its class.

"The all-new hydroformed and fully boxed frame delivers both chassis refinement and strength," said Mike Donoughe, Vice President–Body-on-Frame Product Team. "We fully realize that the Dakota is more than just a work truck. It will carry families and serve as a daily driver, as well as tow and haul. The processes we developed refining the new Dodge Ram and Durango, such as aerodynamics testing, hydroforming frame rails and new NVH eliminating techniques make the Dakota an even more accomplished pickup."

With a new front and rear suspension, a new stiffer frame, rack and pinion steering and standard 16-inch wheels, the all-new 2005 Dodge Dakota is the best riding and handling mid-size truck in the market.

SAFETY

The all-new 2005 Dodge Dakota's hydroformed and fully boxed frame was designed to improve not only handling and accident avoidance, but also to provide excellent crash protection as well. With the new, award-winning and patented octagonal front frame rail tips that debuted on the 2004 Dodge Durango, the Dakota absorbs frontal impacts, and the rail tips may be removed to ease repair without frame replacement.

The 2005 Dodge Dakota features a new advanced air bag system that includes dual-stage front air bags and an occupant-sensing system for the passenger-side front air bag. Other safety features available on the new Dodge Dakota include available side-curtain air bags, which include coverage for both rows of seats on both Club and Quad Cabs. All rear seat positions in the Dakota feature three-point shoulder belts, including a new center position on the Quad Cab.

Designed to maintain optimal positioning in case of an impact, rear seats on the new Dakota Club Cab feature fixed outboard rear head restraints mounted to the roof and cab back. The new Dakota Quad Cab also features larger head restraints that are fixed to the top of the outboard rear seats. The new design was developed to maintain optimal positioning in case of an impact.

The all-new 2005 Dodge Dakota is built at the Warren Truck Assembly Plant in Warren, Mich.

-###-

Additional information and news from Stellantis are available at: <https://media.stellantisnorthamerica.com>