

Dodge Magnum Makes Way to Canadian Dealerships

Chrysler, Jeep®, Dodge Dealers Receive First Shipments of 2005 Dodge Magnums

- Canadian-built, all-new 2005 Dodge Magnum arrives at dealerships
- Dodge Magnum features V6, traction control and ESP for less than \$28,000
- Powerful 340-horsepower HEMI® V8 with MDS available

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Canadian car enthusiasts will get one more reason to visit their local Chrysler, Jeep®, Dodge dealerships this week as the first truckloads of Canadian market Dodge Magnums leave the Brampton (Ontario) Assembly Plant. The vehicles should be showing up in showrooms across the country in the next two weeks and the sales representatives are ready to answer the question: "That Thing Got a HEMI®?"

"The new Dodge Magnum, especially the HEMI-powered RT versions, will add to the unprecedented level of excitement on the showroom floors of our 500 Canadian Chrysler, Jeep and Dodge dealerships," said Mark Norman, Chairman, President and CEO, DaimlerChrysler Canada. "This is the seventh of nine new vehicles to be introduced by DaimlerChrysler Canada this year alone giving our dealers an incredible opportunity to expand their customer base and DaimlerChrysler Canada an opportunity to build its market share in a hyper-competitive marketplace."

The Dodge Magnum has an entry-level Manufacturer's Suggested Retail Price of \$27,995 that includes the standard 2.7-litre V6 engine, Electronic Stability Program (ESP) and all-speed traction control, which controls rear-wheel-drive vehicles in a way transparent to the driver for all-surface and all-weather driving confidence.

The 2005 Dodge Magnum RT features a 340-horsepower 5.7-litre HEMI V8 engine with Multi Displacement System, which seamlessly alternates between smooth, high fuel-economy four-cylinder mode when less power is needed and eight-cylinder mode when more power is in demand. This improves fuel efficiency up to 20 percent. The MSRP of Dodge Magnum RT is \$36,995.

Both Dodge Magnum and Dodge Magnum RT have four-wheel independent suspension, four-wheel disc anti-lock brakes (ABS), and electronic brake force distribution. The chassis is well balanced with a front engine and rear-wheel drive. Optional all-wheel drive will become available later in the year. The five-passenger, four-door sport wagon body features a Super Access liftgate that is hinged well into the roof line for capability unmatched by any competitive car.

Dodge Magnum is the second Dodge-branded mass production car to hit Canadian streets loaded with attitude. Dodge returned to the volume car business in 2003 with Dodge SX 2.0. It is the car whose performance off-spring is the turbo-charged 2004 Dodge SRT-4.

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