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Dodge Fires Mega Shot in Pickup Truck Market

- The biggest, most innovative pickup cab ever transcends crew cab segment and sets new industry benchmark
- Dodge Ram Mega Cab poised to enter fastest-growing pickup truck segment
- New stable of bold, powerful and capable vehicles expands Dodge lineup for 2006

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Once again, Dodge Ram redefines the pickup truck market and ascertains yet another leadership pillar with the all-new 2006 Dodge Ram Mega Cab – the largest pickup cab on the planet.

With full-size crew cab sales up 27 percent over last year (through June) and accounting for 39 percent of the total pickup truck market, the 2006 Dodge Ram Mega Cab enters the fastest-growing truck segment. Offering the most versatile and innovative pickup cab with best-in-class interior room and comfort, the Dodge Ram Mega Cab eclipses the competition to meet growing customer demands.

“With the introduction of the all-new 2006 Dodge Ram Mega Cab, for the first time in the pickup truck market there is no compromising capability for space and comfort,” said Darryl Jackson, Vice President – Dodge Marketing, Chrysler Group. “With the ability to tow, securely stow gear and simultaneously bring the entire family along, the Dodge Ram Mega Cab is truly a multi-faceted vehicle.

“The 2006 Dodge Ram Mega Cab boldly enters the rapidly growing crew cab segment with the HEMI® and Cummins 610 engines, and a host of innovations and features that cannot be found in any other truck,” added Jackson.

With the largest pickup cab ever, room for six adult passengers and their gear, the all-new 2006 Dodge Ram Mega Cab extends beyond the competition and effectively complements the Dodge truck lineup.

Full-Size Pickup Truck Market

Full-size pickup trucks – comprised of both light-duty and heavy-duty models – are the best-selling vehicles in the U.S., accounting for one of every seven new vehicles purchased (as of 2004). The all-new 2006 Dodge Ram Mega Cab is a full-size pickup truck with a crew cab body style, offered in a light-duty and heavy-duty model, entering a vibrant, growing segment:

- Total full-size pickup truck sales increased 20 percent from 1999 to 2004
- Light-duty models accounted for 1.6 million new vehicles in 2004, an increase of 5 percent since 1999
- Heavy-duty models accounted for 505,000 new vehicles in 2004, up 28 percent since 1999
- Total crew cab pickup truck sales accounted for 750,000 new vehicles in 2004, six times the volume sold in 1999
- Light-duty crew cabs represent 63 percent of the total crew cab segment and is the fastest-growing model with 56 percent year-over-year growth
- Heavy-duty crew cabs are experiencing 18 percent year-over-year growth, primarily attributed to 2500 heavy-duty models, which represent 26 percent of the total crew cab market

Dodge Ram Mega Cab Target Customer

The typical customer for the all-new 2006 Dodge Ram Mega Cab includes confident, hard-working individuals between the ages of 40 and 50, with incomes ranging from \$70,000 to \$125,000. Customers who want space, comfort and car-like amenities without sacrificing power and capability will experience a no-compromise pickup truck with innovations and features never offered before in the full-size pickup truck market.

The Dodge Ram Mega Cab customer wants additional justification for purchasing a large pickup truck, as more and more customers utilize their truck as the primary family vehicle. The all-new 2006 Dodge Ram Mega Cab enables customers to transport passengers comfortably, securely stow plenty of gear and tow or haul almost anything, anywhere, anytime.

Dodge Ram Mega Cab Lineup

Capability is a consistent Dodge bragging point and it's upheld in the all-new 2006 Dodge Ram Mega Cab. With class-leading torque, power and durability, Dodge Ram Mega Cab is offered in two-wheel drive and four-wheel drive, and is available in three models, each tailored to different customers' performance requirements: 1500, 2500 and 3500.

While power and capability are synonymous with all Dodge Rams, the all-new 2006 Dodge Ram Mega Cab also offers an array of modern amenities. Two trim levels – SLT and Laramie – offer generous standard features and include a wide selection of optional equipment.

DODGE RAM MEGA CAB SLT

The following features are standard equipment on the all-new 2006 Dodge Ram Mega Cab SLT: air conditioning, AM/FM stereo with CD player and four speakers, an overhead console with mini-trip computer and compass, speed control, power windows and door locks, keyless entry, four-wheel disc brakes with four-wheel ABS, and part-time four-wheel-drive manual shift transfer case (on 4x4 models).

Optional equipment on the 2006 Dodge Ram Mega Cab SLT includes a power-sliding rear window, bedliner, trailer tow mirrors, power sun roof, power adjustable pedals, AM/FM stereo with six-disc CD changer and Infinity® speaker system, full-screen navigation radio, SIRIUS Satellite Radio, DVD entertainment system, UConnect™ hands-free wireless communication system with Bluetooth™ technology, bucket seats, six-way power driver's seat, part-time four-wheel-drive electric shift transfer case (on 4x4 models) and 17-inch chrome-clad aluminum wheels.

DODGE RAM MEGA CAB LARAMIE

The all-new 2006 Dodge Ram Mega Cab Laramie is the premium model in the lineup. Standard features include dual-zone climate control, power-sliding rear window, AM/FM stereo with six-disc CD changer and Infinity speaker system, SIRIUS Satellite Radio, steering-wheel-mounted audio controls, leather upholstery, six-way power driver's seat, heated front seats, 17-inch aluminum chrome-clad wheels, four-wheel disc brakes with four-wheel ABS, security alarm, auto-dimming rearview mirror, mini-trip computer and compass, power windows, speed control and Sentry Key® engine immobilizer.

Optional equipment on the Dodge Ram Mega Cab Laramie trim includes a power sun roof, navigation radio, UConnect™ hands-free wireless communication system with Bluetooth technology, supplemental side-curtain air bags, bucket seats and a part-time four-wheel-drive electric-shift transfer case (on 4x4 models).

Dodge Truck Leadership

The all-new Dodge Ram Mega Cab solidifies Ram's leadership in the full-size pickup market by offering the largest pickup truck cab on the planet with best-in-class interior room and comfort. Dodge Ram's leadership includes:

- **Most POWERFUL pickup:** Dodge Ram 1500 with legendary HEMI power is the most powerful mass production light-duty pickup on the market
- **FASTEST pickup:** Dodge Ram SRT10 is the Guinness Book of World Records' fastest production pickup
- **STRONGEST pickup:** Dodge Ram Heavy Duty Cummins Turbo Diesel is the strongest pickup on the market, with 610 lb.-ft. of class-dominating torque
- **Most CAPABLE pickup:** Dodge Ram Power Wagon is the most capable off-road factory pickup ever created
- **LARGEST pickup cab:** Dodge Ram Mega Cab is the most spacious and versatile pickup on the market

Dodge Brand Builds Momentum

With a U.S. market share of seven percent, Dodge is Chrysler Group's best-selling brand, the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. In 2004, Dodge sold more than 1.4 million vehicles in the global market.

Dodge continues to lead the minivan market segment with a 20 percent U.S. market share and maintains an 18

percent share of the highly competitive truck market. In the car market, Dodge has a 4.5 percent market share. In 2006, Dodge will enter key European volume segments.

Chrysler Group's bold, brash, best-selling brand builds momentum in the car market in 2006 with the introduction of the all-new Dodge Charger, the 425-horsepower Dodge Charger SRT8 and the 500-horsepower Dodge Viper SRT10 Coupe. The Dodge Caliber concept vehicle first shown at the 2005 Geneva motor show offers a new slant on one of the world's most competitive segments, combining a sporty, coupe-like profile with the strength, stance and functionality of a sport-utility vehicle.

Dodge also continues to stand on top with the industry's best-selling minivan and the segment's first and only Stow 'n Go™ seating and storage system.

The award-winning new shape of American muscle found in the 2006 Dodge Magnum and the powerful 2006 Dodge Magnum SRT8 continues to blow away the market with its unmatched functional and flexible design and enhanced rear-wheel-drive performance.

With a fresh new stable of bold, powerful and capable vehicles, Dodge will continue to build momentum in 2006.

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