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Dodge to Flex More Muscle in 2006: Chrysler Group's Bold, Brash, Best-Selling Brand Builds Momentum

What's New for 2006: Dodge Brand

- Unleashes all-new 2006 Dodge Charger
- Serves up even more American muscle with introduction of 425-horsepower Dodge Charger SRT8 and 500-horsepower Dodge Viper SRT10 Coupe
- Introduces first pickup truck with Multi-Displacement System (MDS)
- Creates more space in the truck market, introduces Dodge Ram Mega Cab, the largest pickup cab on the planet
- Stands on top with best-selling minivan and segment's first and only Stow 'n Go™ seating and storage system
- Pursues police car market with Dodge Charger and Magnum police cars
- Expands into international marketplace
- Shatters conventional small car market with introduction of Caliber concept
- Ignites mid-size SUV market with introduction of Nitro concept

August 31, 2005, Auburn Hills, Mich. -

"That thing gotta HEMI@?" Probably. The HEMI take-rate at Dodge is 46 percent.

"The HEMI is a great example of how Dodge continues to put power to the pavement," said Darryl Jackson, Vice President — Dodge Marketing, Chrysler Group. "Whether we're talking cars, trucks or minivans, every vehicle in the Dodge garage delivers affordable performance. With a fresh new stable of bold, powerful and capable vehicles, Dodge will continue to build momentum in 2006."

With a U.S. market share of seven percent, Dodge is 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 market share in the United States. In the truck market, Dodge has an 18 percent market share. In the car market, Dodge has a 4.5 percent market share.

2006 Dodge Cars

Dodge Charger is back offering modern coupe styling with four-door functionality. And yes, it's gotta HEMI. Dodge Charger, one of the most well-known names from the muscle car era, has powered its way back to streets and racetracks throughout America. Paying homage to the muscle cars of the '60s and adding 21st century performance, functionality and technology, the all-new Dodge Charger HEMI engine features Multi-Displacement System (MDS), which seamlessly reduces the number of cylinders from eight to four when less power is required, increasing fuel economy by as much as 20 percent. Available with a 250-horsepower high-output V-6 engine or the legendary 340-horsepower HEMI V-8 engine, the all-new 2006 Dodge Charger races into the car market with contemporary, provocative styling and substance with the convenience of a modern rear-wheel-drive sedan.

Dodge Charger SRT8 is the quickest sedan in the Dodge lineup. It flexes modern muscle with a 425-horsepower 6.1-liter HEMI V-8 engine. The numbers speak for themselves: 0-60 mph in 5-second range, 0-100-0 mph in mid-16

second range, 60-0 mph braking in approximately 110 feet.

Dodge Charger police vehicle puts 340 horses under the good guys' hoods. Offering law enforcement agencies a HEMI-powered, rear-wheel-drive sedan, the all-new Dodge Charger police vehicle features all the power, handling and functionality required to effectively patrol the streets. By integrating features, including an OEM-first center console equipment mounting bracket and an easy-path wiring grommet into the Dodge Charger design from the onset, the vehicle gives police customers an easily retrofitted car.

Dodge Magnum is the new shape of American muscle. Dodge Magnum delivers a powerful punch in packaging, performance and proportions. It's one of the hottest vehicles on the road, offering a bold, sleek profile, exceptional versatility, HEMI V-8 power and both rear-wheel-drive and all-wheel-drive performance. New features for 2006 include an available rear-seat entertainment system, Tire Pressure Monitor (TPM) system, BeltAlert™ and a cruise control instrument panel indicator.

Dodge Magnum SRT8 hauls in more ways than one with 6.1 liters of SRT HEMI V-8 muscle and 71.6 cu. ft. of cargo space. This Dodge "Magnum on steroids" offers 425 horsepower — 85 additional horses — which translates into 25 percent more power.

Dodge Magnum police vehicle puts Dodge in hot pursuit of police car sales, upping the ante in the law enforcement market with a rear-wheel-drive vehicle powered by the legendary HEMI V-8 engine. A five-speed fully electronic transmission with steering column shifter, 18-inch V-rated tires and steel wheels, heavy-duty police brakes and linings, and a heavy-duty suspension are standard equipment on Dodge Magnum police package vehicles—all features critical to law enforcement officers.

Dodge Viper SRT10 Coupe joins the **Viper SRT10 Convertible** and literally "tops off" the Viper lineup. With or without a top, Dodge Viper SRT10 is the ultimate American sports car. An 8.3-liter 500-horsepower V-10 engine contributes to blistering acceleration (0-60 mph in less than 4 seconds, 0-100-0 in the low-12-second range). With a bold appearance marked by Dodge's signature crosshair grille, deep-cut side scallops, swept-back fenders and lowered hood lines, Dodge Viper SRT10 Coupe and Convertible offer outrageous performance in two stunning packages.

Dodge Stratus Sedan offers great value with powerful performance, top government safety ratings and a roomy interior. Recharged for 2006, the Dodge Stratus Sedan R/T features an updated interior and a new sport appearance, while the Dodge Stratus SXT offers three new value packages. The Dodge Stratus Sedan received the U.S. government's highest frontal crash test rating from the National Highway Traffic Safety Administration.

2006 Dodge Trucks

Dodge Durango offers best-in-class power, the ability to tow 8,950 lbs. and seating for eight passengers. For 2006, Dodge makes cylinder deactivation, or Multi-Displacement System (MDS), standard with Durango's 5.7-liter HEMI V-8 engine. With MDS, fuel economy increases up to 20 percent. Other new features for 2006 include Electronic Stability Program (ESP), roll-sensing side curtain air bags, power rear liftgate, remote start, Tip start, a new 18-inch wheel option, and a three-passenger third-row seat.

Dodge Dakota continues to stand alone as the largest, strongest and most capable mid-size pickup truck on the market. With best-in-class torque and towing, the 2006 Dodge Dakota delivers full-size pickup styling and power with the only V-8 in its class. Make that two V-8s. In 2006, Dodge expands the Dakota lineup with four new high-performance models: Dodge Dakota TRX, Dakota TRX4 Off-Road, Dakota R/T and Dakota Night Runner. Factory-developed with an array of new features, the new models offer additional off-road hardware to street-tuned body styles.

Dodge Ram Mega Cab introduces the largest pickup cab ever with best-in-class interior room and comfort. The all-new 2006 Dodge Ram Mega Cab's 145.2 cu. ft. of interior space features the industry's most innovative seating and storage configurations, including the first reclining rear seats available in a pickup truck, tilting back from a 22- to 37-degree seatback angle for added comfort. The rear-passenger area of the Dodge Ram Mega Cab offers best-in-class leg room of 44.2 inches and rear seats also split 60/40, fold down and move forward, providing numerous configurations for maximum interior cargo capacity and flexibility.

Dodge Ram 1500 is new for 2006 and continues as the most powerful mass production light-duty pickup on the

market, thanks to legendary HEMI power. The 2006 Dodge Ram 1500 will be the first pickup to offer cylinder deactivation, or Multiple Displacement System, which provides up to 20 percent in fuel economy gains. Featuring a new hydroformed, fully boxed frame and a new coil-over shock absorber and double wishbone front suspension, the new 2006 Dodge Ram 1500 further distances itself from the competition in efficiency, refinement, safety, stability, comfort, design and technology. Other new features include bucket seats, rear-seat DVD and a power-sliding rear window.

Dodge Ram Heavy Duty is the strongest, longest-lasting pickup truck on the market. With the most distinguished appearance of any pickup truck, the 2006 Dodge Ram Heavy Duty takes the bold and powerful "big rig" styling to a new level and continues its reputation for toughness, durability and overwhelming strength. Introduced in 2005, the Dodge Ram Power Wagon is the most capable off-road pickup truck ever created. New Dodge Ram Heavy Duty amenities include a power-sliding rear window, full-screen GPS navigation radio, rear-seat DVD, Infinity® sound system and UConnect™ hands-free communication system.

Dodge Ram SRT10 is the world's fastest production pickup truck according to the Guinness Book of World Records. With a measured top speed of 154.587 mph (248.783 kph) sustained over a "flying kilometer," the legendary Dodge Viper engine is the focal point of the drivetrain: an 8.3-liter (505 cu. in.) V-10 engine, unleashing 500 horsepower (372 kW) and 525 lb.-ft. (712 N•m) of torque. With a new-for-2006 hydroformed, fully boxed frame and new interior and exterior design, Dodge Ram SRT10 combines the ultimate in performance with extraordinary convenience and utility.

Dodge Ram SRT10 Quad Cab is the world's fastest production two-row, four-door pickup truck. It offers the ultimate performance for the family-oriented truck enthusiast who desires more interior space and more utility. With a new hydroformed, fully boxed frame and new interior and exterior design, Dodge Ram SRT10 Quad Cab will "go, stow and tow."

2006 Dodge Minivans

Dodge Caravan and **Grand Caravan** are the world's best-selling minivans. Chrysler Group minivans, including Dodge Caravan and Grand Caravan, remain innovative even after 21 years and more than 11 million sales. With useful innovations including Stow 'n Go seating and storage system, minivan-first inflatable knee blockers and outstanding value for consumers, the Dodge Caravan remains the sales leader in the minivan market segment. As the recipient of the U.S. government's highest crash test rating of five stars for frontal and side impacts (when equipped with optional three-row supplemental side curtain air bags), the Dodge Grand Caravan continues to build on the success of the original minivan formula.

2006 Dodge Commercial Vehicles

Dodge Sprinter is North America's top-performing commercial van. Whether it's in the form of a cargo van, passenger van or chassis cab, the 2006 Dodge Sprinter offers the segment's best fuel performance of 25 miles per gallon (mpg). Other best-in-class claims include cargo capacity, payload, lowest side step-in-height, lowest load-floor height, turning diameter, compartment accessibility, widest rear-door opening and only available driver-side sliding door in its class. Boasting unrivaled versatility, Dodge Sprinter is available in three wheelbases and two roof heights. In 2006, Dodge Sprinter will offer ParkSense™ rear backup system, a high-pressure headlamp washing system, a full partition with sliding window, wiring for hands-free communications and a driver seat power outlet.

Dodge Caravan and **Grand Caravan Cargo Vans** provide business owners a spacious, yet compact interior with a commercial suspension for heavier cargo. Durable and comfortable, Dodge Caravan Cargo Van has 146.7 cu. ft. of maximum cargo space and, when properly equipped, has a maximum towing capacity of 2,000 lbs. Dodge Grand Caravan Cargo Van is the long-wheelbase version and offers 167.9 cu. ft. of maximum cargo capacity with up to 5,700 lbs. Gross Vehicle Weight Rating (GVWR). Maximum towing capacity is 3,800 lbs. For Grand Caravan Cargo Van, new features include BeltAlert for driver and passenger seats, and both Tire Pressure Monitor (TPM) and loose fuel cap indicator message light.

Dodge Ram 2500/3500 Box-Off models are bold, durable and deliver best-in-class torque, towing capability and interior room, while offering the commercial performance and amenities that business customers demand. For 2006, new additions to the Dodge Ram Box-Off lineup include a Ram 3500 dual-rear-wheel 4X4 model with a GVWR of 11,500 lbs., and new modifications including new front fenders, grille, fascia, bumper and headlamps and optional power-sliding rear window.

Dodge Motorsports

After a nearly 30-year absence, **Dodge Charger** is back on the track in the NASCAR Nextel Cup Series. Also for 2006, Dodge will defend its NASCAR Craftsman Truck Championship and manufacturer's championship titles.

In February 2005, the Dodge Charger returned to NASCAR Nextel Cup competition at the Daytona International Speedway as the successor to the race-winning Dodge Intrepid race cars of 2001 – 2004, and to the storied Dodge Charger race cars of the late 1960s and 1970s that earned several national championships.

Following the adage that "racing improves the breed," motorsports competition has long been part of the Dodge heritage. From engineering labs in Auburn Hills, Mich., to shop floors in Charlotte, N.C., Dodge, its teams and its dealers live the philosophy it takes to be successful in the ultra-competitive world of racing.

"Racing is at the core of Dodge's DNA," said Darryl Jackson, Vice President — Dodge Marketing, Chrysler Group. "The Dodge Charger is firmly woven into the all-American culture and heritage of stock car racing. The all-new Dodge Charger exhibits a modern upgrade to the same kind of power, performance and style that it represented throughout its gloried stock car history."

The newly designed 2005 Dodge Charger race car represents Dodge motorsports' modern-day foundation in powerful performance and technical innovation, while retaining original design cues of the baby blue No. 43 STP Dodge Charger that racing legend Richard Petty made famous in the 1970s.

"Dodge has an incredible heritage in auto racing, and the return of the Dodge Charger makes the statement that we will continue to make our mark in NASCAR's history books," said John Fernandez, Director — Dodge Motorsports Operations, Chrysler Group. "The new Charger is a natural evolution for the Dodge brand that has our NASCAR Nextel Cup teams energized."

The Dodge Charger for NASCAR Nextel Cup Series competition features the same bold styling, signature grille and powerful performance found throughout the Dodge lineup. It takes its design cues from the new Dodge Charger production vehicle with its instantly recognizable crosshair grille, bold rear fascia and signature rear side windows.

Dodge Motorsports Engineering led the Charger race car development with the support of each of Dodge's primary Nextel Cup Series teams: Evernham Motorsports, Petty Enterprises, Chip Ganassi Racing with Felix Sabates and Penske Racing South. Much of the on-track testing was done by veteran driver Bill Elliott. NASCAR approved the race car for competition in August 2004.

Meanwhile, Dodge Ram NASCAR Craftsman Truck racers will try to beat their spectacular 2004 results, which included the overall NASCAR Craftsman Truck Series Championship for driver Bobby Hamilton, as well as the second consecutive manufacturer's championship for Dodge—the third title in four years. The 2004 season saw four Dodge Ram drivers in the top 10 in overall points standings. This season, Dodge Ram racing trucks will be campaigned in the NASCAR Craftsman Truck series by Bobby Hamilton Racing, Ultra Motorsports and Orleans Racing.

Dodge Concepts

Dodge Caliber concept is a new slant on one of the world's most competitive segments. Its powerful Dodge design shatters the conventional definition of what a global compact car should be. As a five-door vehicle that features a rear hatch, the Dodge Caliber concept combines a sporty, coupe-like profile with the strength, stance and functionality of a sport-utility vehicle. The Dodge Caliber's unique glass-to-body proportions add to the concept's tough presence. The Dodge Caliber is designed for global appeal and is a strong hint at the next-generation Dodge C-segment vehicle.

Dodge Nitro concept is a uniquely bold, powerful design statement that could ignite the mid-size SUV segment. Dodge Nitro's crisp lines and substantial body size create a brawny character not found in any mid-size SUV. The Dodge Nitro's spacious interior is both functional and flexible for people and cargo. Chrome, silver and red accents have a dynamic presence throughout the interior. The five-passenger Nitro is designed to attract a customer seeking style, performance and utility. The Dodge Nitro concept would be the first mid-size SUV for Dodge, completing the brand's current lineup of cars, minivans, trucks and a full-size SUV.

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