

Dodge Adds HEMI® Muscle and Brings the "Sport" Back to the Sport-Utility Vehicle Market

January 4, 2003, Detroit - Style, power and passion have never been in short supply at Dodge, and the 2003 Dodge Durango HEMI® RT Concept delivers on all counts. Boasting the tire melting, 345-horsepower HEMI Magnum engine and cutting-edge styling, the 2003 Dodge Durango HEMI RT Concept offers a more sporting alternative in a crowded sport utility marketplace.

"Dodge talks the talk and walks the walk," said Darryl Jackson, Vice President – Dodge Marketing. "The Dodge Durango Concept is all about living large and what better way to 'Grab Life by the Horns' than with a HEMI and bold, in-your-face styling. Every Dodge should carry a little bit of Viper and Ram with them; it's their Dodge DNA. That's what separates us from the mainstream. Dodge's leadership in innovation and cutting-edge styling provide Dodge with a competitive advantage. The unique 'Full of Life' personality is inherent in all Dodge vehicles. Dodge owners understand the meaning of hard work and want a vehicle that matches their dedication."

Dodge provides customers with a choice of vehicles ranging from Dodge Vipers to Caravans, not to mention the most exciting lineup of trucks on the market. The Dodge brand offers an alternative to the mainstream with bold styling, powerful engines and fun-to-drive vehicles, from sport compacts to sport utilities.

"Dodge owners, and particularly Dodge Durango owners, are made up of young active families that 'go' and 'do,' whether it is hauling cargo, off-roading or towing their boat on the weekend," Jackson added. "Dodge Durango buyers average about seven years younger than Ford Explorer buyers and they want a vehicle that provides room for the family, but one that can get them anywhere they want to be, no excuses. Being Dodge owners, they also don't want to look like everyone else doing it. So we have an SUV that only Dodge could create, with style, power and passion."

The Dodge Durango Concept offers more interior and cargo room than Ford Explorer and the current-generation Durango. When it debuted, the 1998 Durango was the first SUV in its class to offer fold-flat third-row seating and easily outclassed the competition in terms of room and power. Dodge Durango Concept delivers more passenger and cargo room than ever before and provides innovative seating for seven.

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