

2005 Dodge Brand Product Overview

"That Thing Gotta HEMI®?" You Bet. Armed With HEMI and Stow 'n Go™, Dodge to Grab Market By Horns in 2005

August 31, 2004, Auburn Hills, Mich. -

In 2005, Dodge continues its assault on the car and truck market with the deployment of the HEMI®. And for the minivan market, Dodge introduces the segment's first and only second- and third-row Stow 'n Go™ seating and storage system in its best-selling Dodge Caravan.

"Whether it's cars, trucks or minivans, Dodge offers a full stable of bold, powerful and capable vehicles," said Darryl Jackson, Vice President – Dodge, Chrysler Group. "In 2005, Dodge will continue to showcase passionate performance on the street and the race track."

With a U.S. market share of approximately seven percent, Dodge is the eighth-largest nameplate in the automotive industry. In 2003, Dodge sold 1.2 million vehicles.

Dodge continues to lead the minivan market segment with a 20 percent market share in the U.S. In the truck market, Dodge has a 19 percent market share. In the car market, Dodge has a 4 percent market share.

Dodge has 2,909 dealerships in the United States.

SRT

Street and Racing Technology (SRT) creates bold, outrageous, in-your-face vehicles for Dodge and continues to deliver benchmark performance at the lowest price.

SRT combines talent from Specialty Vehicle Engineering, Motorsports Engineering and Mopar Performance Parts Engineering. Chrysler Group is the first manufacturer to combine high-performance vehicle, performance parts and motorsports engineering under one roof.

The team of expert enthusiasts developed four SRT vehicles for Dodge, each designed to be the performance leader in its class — Dodge SRT4, Dodge Ram SRT10, Dodge Ram SRT10 Quad Cab and Dodge SRT10 Viper.

There are five ingredients for every Dodge SRT: Exterior styling that resonates with the brand image; race-inspired interiors that feature prominent instrument clusters and grippy seating; top-notch ride and handling characteristics across a dynamic range, from grocery-getting to racetrack competition; benchmark braking, and standout powertrain, the ultimate expression of performance.

"We're confident that we have the leadership position in the performance arena," said Dan Knott, Director – SRT, Chrysler Group. "And we back it up with our products on and off the track — in the production vehicle marketplace and in the aftermarket. Outrageousness and leadership with character are what deliver incredible, successful SRT products that perform at the limits."

2005 Dodge Cars

Dodge Magnum is the new shape of American muscle. With rear-wheel drive and 340 horsepower of HEMI engine under the hood, you can drop your kids off at school and do a burnout once you've left the parking lot. Building the Dodge Magnum on a rear-wheel-drive platform allows front wheels to steer and rear wheels to transfer power to the pavement.

The all-new 2005 Dodge Magnum is a boldly styled, muscular vehicle that delivers on-road performance and smart storage space. The vehicle's "extreme access" tailgate opens to reveal a spacious, versatile cargo area.

As the first Dodge vehicle to offer a Multiple Displacement System (MDS) for cylinder deactivation, Dodge Magnum provides a world-class combination of performance and fuel economy. Other technologies include Electronic Stability Program (ESP), traction control and anti-lock brakes.

Dodge SRT4 is the fastest production car in its segment, and the second-quickest car in the Dodge lineup (only the SRT10 Viper goes from 0-60 mph in less time). Dodge SRT4 provides a strong blend of roominess and value with high-performance characteristics for the race track and the street.

Dodge Neon continues its legacy of being fun to drive and a great value, offering compact car customers style and performance.

New for 2005, Dodge Neon SXT features a new SRT-inspired design package that picks up styling cues from the Dodge SRT4: a power bulge hood amplifies the vehicle's muscular body; new fog lamps complement the unique front fascia; and a dual exhaust and spoiler highlight the rear view. A MOPAR ground effects package may be added to create an even sportier appearance and further enhances the vehicle's visual impact. In addition, a Kicker® brand audio package, which is regarded as one of the world's leading high-performance car audio systems, is now offered as an option on Dodge Neon SXT.

Dodge Stratus Coupe is a "Best Buy" for consumers looking for performance and value, with its bold design, spacious interior and 3.0-liter, 200-horsepower V-6 engine. In fact, Consumers Digest magazine rated the Dodge Stratus coupe an Automotive Best Buy for the 2004 calendar year, saying it offers the most value for the money, based on a variety of measures including styling, performance, fuel economy, purchase price and ownership costs.

Dodge Stratus Sedan is defined by its crisp handling, powerful performance, chiseled lines, spacious interior and superb value. With its 200-horsepower, V-6 engine and performance-tuned suspension, the Dodge Stratus R/T sedan is a blast to drive. It's a mid-size sedan that drives like a sports coupe.

Dodge Viper SRT10 is the ultimate American sports car — and the essence of the Dodge brand's unwavering commitment to extreme performance, with its dramatic styling, 500 horsepower (372 kW) and outrageous attitude. The SRT10 Viper delivers serious, race-inspired performance without apology.

2005 Dodge Trucks

Dodge Durango boasts new standards for ride, handling and comfort, while living up to the "utility" promise for sport-utility vehicles. Featuring the interior room, towing and hauling capability of large sport-utility vehicles, the 2005 Durango provides the fuel efficiency, performance and handling of smaller full-size SUVs. With its third-row seat folded and middle-row up (the common configuration of three-row seat SUVs), the 2005 Durango has more cargo room than Chevrolet Tahoe, Ford Expedition and Toyota Sequoia. Durango offers best-in-class HEMI power with 335 horsepower (257 kW) and 370 lb.-ft. of torque (509 N•m), and a towing capacity of 8,950 lbs.

Dodge Dakota is all-new, bigger, bolder and tougher for 2005, and now stands alone as the largest, most powerful and most capable mid-size pickup on the market. Dakota offers the only V-8 power in the mid-size pickup market, best-in-class tow rating of 7,000 lbs. and best-in-class overall interior space and passenger comfort compared with compact and mid-size segment competition.

Dodge Ram 1500 strengthens its position as the dominant pickup truck, thanks to legendary HEMI power that makes it the most powerful mass production light-duty pickup on the market. The Ram 1500 delivers bold styling and best-in-class interior room with Regular Cab and Quad Cab models. It is the only full-size pickup to offer side-curtain air bags and a seven-year, 70,000-mile warranty.

Dodge Ram Heavy Duty claims the most capable off-road factory pickup ever — the new 2005 Dodge Ram Power Wagon — and the class-dominating Ram Heavy Duty Cummins "600" Turbo Diesel. The new Ram Power Wagon boasts legendary HEMI power, class-exclusive electric locking front and rear differentials, standard 33-inch tires and a custom-built Warn 12,000-lb. winch. The Cummins "600" is the king of the heavy-duty diesel segment, featuring a class-dominating 600 lb.-ft. of torque. As durable as it is powerful, the Cummins "600" has a life-to-major overhaul interval of 350,000 miles — more than a 100,000-mile advantage over the competition. The 5.7-liter HEMI Magnum — producing 345 horsepower (257 kW) and 375 lb.-ft. of torque (509 N•m) — is standard on the Dodge Ram 2500 and 3500.

Dodge Ram SRT10 is the ultimate performance pickup, with its Viper V-10 power, bold, outrageous styling and unmatched performance. Designed to be the boldest, baddest, fastest pickup truck ever, Dodge Ram SRT10 holds the Guinness Book of World Records' title as "the world's fastest production pickup truck" with a measured speed of 154.587 mph over a flying kilometer.

Dodge Ram SRT10 Quad Cab offers the ultimate in performance, coupled with extraordinary convenience and utility — Viper-inspired, but with the ability to “stow and tow.” The SRT10 Quad Cab will help carve a niche for Dodge Ram in the light-duty segment that is becoming increasingly crowded.

2005 Dodge Minivans and Vans

Dodge Caravan and Grand Caravan are the world’s best-selling minivans and have been for the past 20 years. The new industry-first Stow ‘n Go seating and storage system is available on long-wheelbase Grand Caravan SXT and SE Plus. The minivan-first Stow ‘n Go seating and storage system allows second- and third-row seats to fold into the floor, making the vehicle capable of going from a seven-seater to a two-seater in less than 30 seconds. Use of quiet steel and liquid sound dampener on Stow ‘n Go-equipped vehicles ensures a quiet atmosphere for family conversations.

In addition to Stow ‘n Go, Dodge Caravan introduces 15 new features for 2005. Additional features include minivan-first inflatable knee blocker air bags, three-row side-curtain air bags, advanced multi-stage front air bags, occupant classification system, BeltAlert, Child Seat Anchor System (LATCH) and Rear Park Assist.

The new Dodge Caravan offers great value for customers, coming in at \$3,000 less than the models they replace, which includes the new Stow ‘n Go seating and storage system. The short-wheelbase 2005 Dodge Caravan will be the most affordable minivan in the marketplace.

Dodge Sprinter is offered in passenger and cargo van models with full-height rear doors that open wide. Inside, space, payload capacity and its tall roof set it apart from the competition. Independent front suspension, five-cylinder Mercedes-Benz CDI Turbo Diesel engine, five-speed automatic transmission, and four-wheel ABS make Dodge Sprinter the most versatile new commercial van on the road. With high fuel efficiency, Sprinter leads the segment in cost of operation.

Dodge Motorsports

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

The NASCAR Nextel Cup Dodge race cars, NASCAR Craftsman Truck Series Dodge Rams, NHRA Pro Stock and Funny Car Dodge Stratus R/T racers, NHRA Sport Compact Neon drag racers, SCCA Pro Rally SRT4s and Raminator professional monster truck are factory-backed and racing to win.

“Winning on the race track accomplishes three things,” said John Fernandez, Director – Dodge Motorsports Operations. “It improves the breed by allowing us to observe parts and technologies in the most hostile environment in terms of vehicle dynamics. It stokes the performance passion and pride among our employees and owners. And it builds even more brand awareness for Dodge.

“As a company, we are committed to taking it to the limit,” added Fernandez. “Racing is how we show that.”

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