

All-new Dodge Caliber: "It's Anything But Cute"

- Bold Dodge styling allows owners to stand out from the crowd
- Dodge Caliber combines utility, capability, fuel efficiency and high value
- Caliber spearheads Dodge brand's global expansion
- Cutting-edge campaign communicates on customers' terms, utilizing target technology

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The new Dodge Caliber is hitting the streets at a perfect time, as many vehicle buyers are switching to smaller vehicles that have the interior spaciousness, functionality and flexibility of sport-utility vehicles, all at a great value. Caliber offers all of these features, as well as distinctive Dodge styling.

"Consumers want the most car they can get for their money," said Stephane Labous, Director – International Marketing and Communications. "They want an affordable car that is attractive, fuel efficient, durable and fits their active lifestyle. With its unique bold styling, flexible interior, innovative features and affordable price, Dodge Caliber fits the bill perfectly," said Labous.

The all-new Dodge Caliber is priced approximately 10 percent below equally equipped competitors in key Western European markets, becoming the lowest price of all C-segment five-door hatchbacks with the same or higher powered engines, and also offering the most horsepower per Euro. This is a strong value proposition for customers especially in the highly competitive diesel market in Europe.

Standing Out From the Crowd

The Dodge Caliber appeals to buyers looking for an entry-level vehicle that stands out from the crowd and gives them the flexibility to do more in terms of seating friends and storing gear. The Caliber target customer in Western Europe has a high identification with the Dodge brand's core values. Target customers for the Caliber are younger (median age 35 years) and mostly male. They are more likely to buy non-traditional or U.S. cars and have a median income of around 34,000 Euro.

Chrysler Group is reaching these customers through alternative means of communication. This target group receives more information from the Internet, auto magazines and motor shows, and they are not regular consumers of traditional media. The Dodge marketing strategy exploits mainly alternative media to effectively target the identified customer group. Tools such as viral ads, guerrilla ads and ambush marketing are taking the lead, to be followed later by more traditional communication methods.

Expanding Globally

Dodge Caliber spearheads the Dodge brand's expansion into markets outside of North America as a boldly styled, affordable entry into the competitive compact car segment.

"The expansion of the Dodge brand into our key volume markets outside of North America allows us to increase volume while leveraging our established dealer network and distribution structure," said Thomas Hausch, Executive Director – International Sales and Marketing. "Dodge also appeals to a different type of customer than Chrysler and Jeep®, and its global expansion will contribute to our sustainable, profitable growth."

By adding the Dodge brand to its international portfolio, Chrysler Group aims to achieve 1.4 percent market share in Western Europe by 2009. To do this, Dodge vehicles will embody the key attributes of the brand: bold, powerful, capable and street smart. European consumer research has identified a segment of potential buyers who align themselves with these core values. Research also indicates that no single brand leads this segment, creating opportunity for the Dodge brand to grow the Chrysler Group business internationally, while maintaining its unique

brand identity.

A High-caliber Lineup

Dodge Caliber will bring to European and key international markets a total of five models. The Caliber S model will offer a 1.8-liter petrol or 2.0-liter turbo diesel engine. Caliber SE and SXT models will both be available with 1.8-liter or 2.0-liter petrol engines, or a 2.0-liter turbo diesel. The Caliber R/T model will arrive later in 2006 with the high-powered, normally aspirated 2.4-liter petrol engine. The range-topping Caliber SRT4 will join the lineup in 2007.

Dodge Caliber S, SE, SXT and R/T models will be available in Inferno Red Crystal Pearl Coat, Sunburst Orange Pearl Coat, Marine Blue Pearl Coat, Steel Blue Metallic Clear Coat, Bright Silver Metallic Clear Coat, Black Clear Coat, Stone White Clear Coat, Light Khaki Metallic Clear Coat (late availability) and Solar Yellow Clear Coat (limited availability). All models feature a two-tone interior color theme of dark and lighter shades of Pastel Slate Gray or Pastel Pebble Beige.

Dodge Caliber standard equipment includes: side-curtain air bags, illuminated front cup holders, 12-volt power outlet, center console with sliding armrest that moves forward 76 mm (3 inches) to accommodate shorter drivers, armrest lid with unique flip pocket for storing a mobile phone or an MP3 player, dual-purpose rechargeable/removable interior lamp, vinyl load floor, driver one-touch power windows, power locks, power folding exterior mirrors and remote keyless entry with Sentry Key® engine immobilizer.

Dodge Caliber S

Standard equipment on the Dodge Caliber S includes all of the above features plus: fabric seats, 60/40 split rear seats that fold flat, tachometer, tilt steering wheel, cabin and cargo lights, body-color grille crosshairs and fascias, black door handles and 17-inch steel wheels with five-spoke wheel covers.

Dodge Caliber SE

The Dodge Caliber SE builds upon the S model and adds more standard equipment: 60/40 split rear seats that both recline (up to 12 degrees) and fold flat, a fold-flat front passenger seat, manual driver's seat height adjuster, tonneau cover and AM/FM/CD stereo radio.

Dodge Caliber SXT

Moving up to the Dodge Caliber SXT, additional standard features include: speed control, manual air conditioning, Chill Zone® beverage cooler, bright silver instrument bezels and switches, body-color bodyside moldings, chrome grille crosshairs, front fog lamps and 17-inch aluminum wheels with five-spoke design.

Available options on the Dodge Caliber SXT model include heated front seats, power sunroof and 18-inch aluminum wheels. Several optional packages are available for Caliber, including the MusicGate Power™ Group that offers a leather-wrapped steering wheel with radio controls, and a nine-speaker Boston Acoustics premium sound system with subwoofer and two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down from the trim panel to face rearward and play music to augment outdoor activities. An optional Driver Convenience Group includes an electrochromic mirror and tire pressure monitor. The optional Leather Interior Group offers a leather-wrapped steering wheel with radio controls, leather-trimmed seats, heated front seats and manual lumbar adjuster.

An optional Sport Appearance Package includes blacked-out A- through D-pillars, and inside, Pastel Slate Gray premium cloth seats with exterior-color coordinated red, yellow, orange or blue seat inserts, center stack and shifter bezel.

Dodge Caliber R/T (Late Availability)

The Dodge Caliber R/T is comprehensively equipped. In addition to the standard features on the S, SE and SXT models, Caliber R/T has: a leather-wrapped steering wheel with radio controls, standard Sport Appearance Package, chrome interior door handles and door lock knobs. Additional exterior features include: body-color lower fascias, body-color sill moldings, chrome bodyside moldings, body-color door handles with chrome inserts and 18-inch machine-faced alloy wheels.

Dodge Caliber SRT4

Chrysler Group's Street and Racing Technology (SRT) group will take its ultimate-performance reputation to new heights with the introduction of the all-new Dodge Caliber SRT4.

Powered by an SRT-engineered, 2.4-liter turbocharged World Engine producing 224 kW (304 hp DIN) of power and 353 Nm of torque under the hood, the Dodge Caliber SRT4 is for the enthusiast who wants all-around performance of a true “tuner car.” The SRT4’s ample power is driven through a Getrag DMT-6 six-speed transmission for plenty of quick-shifting excitement.

Dodge Caliber SRT4 is the 13th SRT vehicle developed under the credo of “Race inspired, street legal” and will continue the Dodge brand’s promise of affordable power. It will arrive in international markets in the first half of 2007.

Accessories by Mopar®

Mopar, the fourth brand of the Chrysler Group, is the exclusive original equipment supplier of parts and accessories for Chrysler, Dodge and Jeep vehicles. This group offers an array of products including those for Dodge Caliber.

To personalize the appearance of Dodge Caliber and keep it looking sharp, Mopar will offer accessories such as 17-inch alloy wheels, interior carbon fiber patterned trim appliqué, brushed stainless steel door sill guards, premium floor mats, cargo area mats and more. To reinforce the “do more” philosophy of Caliber, customers can choose from trailer towing kits, splash guards and roof-mounted racks and carriers.

Mopar will offer the UConnect® Hands-free Communication System, which uses Bluetooth® technology to provide wireless communication between the customer’s compatible mobile telephone and the vehicle’s onboard receiver. Also available is an adapter kit for using an iPod® mobile digital device with Dodge Caliber’s audio systems. (iPod is a trademark of Apple Computer, Inc., registered in the U.S. and other countries.)

“It’s Anything But Cute”

The tagline for the Dodge Caliber marketing campaign is “It’s Anything But Cute.” The campaign has a global reach and delivers the messages in a humorous, irreverent manner that appeals to the specific target demographic.

To support the brand’s expansion in markets outside of North America, Dodge will continue a marketing approach that is as unique as the brand itself. Using themes that are closely aligned with the Dodge brand values – bold, powerful, capable and street smart – the Dodge marketing campaign will employ edgy, innovative and unconventional tactics to highlight the brand’s unique appeal and to target specific audiences.

These initiatives, which use viral internet ads, on-line editorial advertising and guerrilla marketing actions, as well as traditional media, will reinforce the personality of the Dodge brand and the unique position of the Dodge Caliber in the international marketplace.

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