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## **2007 Dodge Magnum is a Bold Blend of Packaging, Performance and Unique Proportions**

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The 2007 Dodge Magnum is a stylish alternative for consumers who want the comfort and performance of a car, and the capability and image of a sport-utility vehicle (SUV), without sacrificing everyday functionality. Magnum offers a bold, unique profile; exceptional versatility; and rear-wheel and all-wheel-drive performance. Nothing else is like it on the road.

“Armed with cutting-edge technologies, the Dodge Magnum muscled its way onto the streets and changed the way customers think of family transportation,” said George Murphy, Senior Vice President – Global Marketing, Chrysler Group. “The unique combination of packaging, performance and proportions helps the 2007 Dodge Magnum stand out from the crowd.”

An optional Road/Track Performance Group is offered for the first time on the rear-wheel-drive, HEMI® V-8-powered, 2007 Dodge Magnum R/T. This option provides a spirited ride and firm handling for the passionate, enthusiast driver and includes performance-tuned suspension, braking and steering and new large 20-inch chrome-clad wheels and 245/45ZR20 all-season performance tires.

Fortified with integrated safety and security features, the 2007 Dodge Magnum provides outstanding occupant protection on the road. The National Highway Traffic Safety Administration (NHTSA) gave the Dodge Magnum a five-star rating for driver and front-passenger protection in a frontal crash, the highest rating in the U.S. government’s safety crash-test program.

### **“WHAT’S NEW FOR 2007”**

#### **Exterior**

- Updated palette offers eight exterior colors:
  - Bright Silver Metallic Clear Coat
  - Brilliant Black Crystal Pearl Coat
  - Inferno Red Crystal Pearl Coat
  - Marine Blue Pearl Coat
  - Silver Steel Metallic Clear Coat
  - Steel Blue Metallic Clear Coat
  - Stone White Clear Coat
  - TorRed

#### **In terior**

- AM/FM/six-CD full-map DVD-based navigation radio with GPS—optional on SXT
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS—standard on R/T
- Sunscreen Privacy Glass—standard on all Magnum models

#### **Powertrain / Chassis**

- New 18-inch chrome-clad aluminum wheels—optional on RWD R/T and SXT package
- New 20-inch chrome-clad aluminum wheels and 245/45ZR20 all-season performance tires

#### **Safety & Security**

- Automatic oil change alert
- Low-risk deployment air bags
- Power adjustable pedals—standard on R/T models

## Packages

- New Convenience Group III bundles automatic headlamps, one-touch express up/down front windows and dual-zone automatic temperature control (ATC) - optional on SXT
- New Road/Track Performance Group includes 20-inch chrome-clad aluminum wheels; 245/45ZR20 all-season performance tires; performance exhaust/induction resulting in additional 10 horsepower; upgraded performance suspension and steering gear; performance seats with preferred suede inserts; automatic temperature control; express up/down front windows; 8-way driver and front passenger heated seats; automatic headlamps; load leveling and height control shocks; five exterior color offerings; and heritage R/T exterior badging and upholstery — available on RWD R/T model

## DESIGN

**Trevor Creed, Senior Vice President – Design:** *“The Dodge Magnum’s bold exterior styling offers a new and exciting alternative for consumers who want a stylish and unique vehicle but who are unwilling to sacrifice everyday functionality. It’s a package with proportions unlike any other in the marketplace.*

The head-turning exterior design of the Dodge Magnum features a bold front grille, long hood, “shooting brake” profile and strong, muscular cues.

The Dodge Magnum features a high beltline on the body, and a roofline that has been pulled down tautly around the windows, creating a unique proportion of body to glass – not unlike that found on hot rods and concept vehicles. The dramatic look is pure Dodge, with every element having a purpose.

The interior of the Magnum features a performance-oriented driver cockpit; a classic, no-nonsense, two-tone color treatment; and subtle Satin Silver accents. A 60-40 split-folding rear seat adds to everyday functionality. The unique rear liftgate swings up instead of out to allow for opening in tight spaces, and provides an unusually large cargo opening for flexible, useful space.

## ENGINEERING

**Craig Love, Vice President – Rear-wheel drive Platform Team:** *“We are excited to bring the Road/Track Performance Group option to the Dodge Magnum lineup for 2007. Driving enthusiasts who desire the very best in sports-car-like ride and handling – wrapped in a boldly styled, versatile vehicle – get that with this package.”*

The 2007 Dodge Magnum lineup features three engines, two transmissions, rear-wheel and all-wheel drive systems, and a variety of suspension tuning characteristics to provide a range of model choices.

The Dodge Magnum offers unmatched performance in its segment when equipped with the legendary 340-hp HEMI V-8 engine, which features a Multi-displacement System (MDS) that seamlessly turns off the fuel consumption in four cylinders when V-8 power is not needed, improving fuel economy as much as 20 percent.

Proven technologies, including Electronic Stability Program (ESP); all-speed traction control system (TCS); and four-wheel, anti-lock brake system (ABS), help control the rear-wheel-drive 2007 Dodge Magnum models and provide exceptional ride and handling.

The all-wheel-drive Dodge Magnum models offer excellent cornering balance under all driving conditions and improved traction in snow and wet-weather conditions.

## PRODUCT HIGHLIGHTS

The New Shape of American Muscle

- With its unique profile, exceptional versatility, HEMI power and rear-wheel or all-wheel-drive performance, Dodge Magnum offers a package unlike any other in the marketplace
- The noble, powerful design of the Magnum appears as if chiseled from a metal ingot

- Dodge Magnum design is consistent with the bold, in-your-face philosophy of the Dodge brand

#### Unmatched HEMI Performance

- The Dodge Magnum offers best-in-class horsepower – 340 hp with 5.7-liter HEMI V-8 engine
- Chrysler Group's Multi-displacement System (MDS) provides world-class combination of performance and fuel economy
- The Dodge Magnum offers the most powerful line of engines in its class: the fuel-efficient 2.7-liter V-6, the 3.5-liter High Output V-6, and the 5.7-liter HEMI V-8 with MDS

#### Proven DaimlerChrysler Technology

- Technology including Electronic Stability Control (ESP), all-speed Traction Control System (TCS) and four-wheel anti-lock brake system (ABS) have reached new levels of advancement to control rear-wheel-drive cars in a way that is transparent to the driver
- Vehicle communications features (UConnect® Hands-free Communication System using Bluetooth® technology, SIRIUS Satellite Radio, full-map DVD-based navigation system using Global Positioning System (GPS), and rear-seat DVD Video Entertainment System (VES™) emphasize a safe driving environment while enabling consumers to choose the services they want

#### Outstanding Driving Experience

- Available Road/Track Performance Group on the Magnum R/T offers additional performance features for the driving enthusiast
- Rear-wheel-drive platform allows direct transfer of HEMI power to the pavement
- Available all-wheel drive provides best-in-passenger-car, four-season traction
- An electronically controlled five-speed automatic transmission with Auto Stick offers better performance and fuel economy
- Short- and long-arm (SLA) front suspension system and a five-link independent rear suspension system provide excellent handling and a comfortable ride

#### Smart Space and Capabilities

- Dodge Magnum's rear liftgate swings up instead of out, and provides extreme access to rear cargo area, including 60-40 split-folding rear seats and optional cargo organizer
- Dodge Magnum offers best-in-class towing capacity – 3,800 pounds (when properly equipped) – to handle most needs

### **MODEL LINEUP**

#### **2007 Dodge Magnum SE (Rear-wheel drive)**

##### Standard Features

- Rear-wheel-drive configuration
- 2.7-liter V-6 engine – 190 hp (142 kW) and 190 lb.-ft. (258 N•m) of torque
- Four-speed automatic transmission
- 17-inch steel wheels with bolt-on wheel cover and 215/65R17 all-season tires
- 18-gallon fuel tank
- 60-40 split-folding rear seat with armrest and cup holder
- Air conditioning with manual temperature controls
- AM/FM/CD stereo with an auxiliary audio input jack and four speakers
- Body-color grille and door handles
- Cloth front bucket seats
- Driver and passenger adjustable lumbar support
- Driver and passenger power mirrors
- Driver-side, one-touch-down power windows
- Low-risk deployment air bags
- Oil change alert
- Outside-temperature display

- Power four-wheel disc brakes
- Power locks
- Rack-and-pinion steering
- Rear-window defroster
- Remote keyless, illuminated entry
- Sentry Key® Engine Immobilizer system
- Smokers Group
- Speed control with instrument panel indicator light
- Sunscreen privacy glass on liftgate and rear quarter windows
- Tilt and telescoping steering column

#### Optional Features

- Cargo organizer with cover
- Convenience Group I including power eight-way driver seat and adjustable pedals
- ESP with Brake Assist, all-speed TCS and four-wheel ABS
- Protection Group including supplemental side-curtain air bags, air filtration system and self-sealing tires
- Roof rack
- SIRIUS Satellite Radio with first-year subscription provided by SIRIUS
- UConnect Hands-free Communication System using Bluetooth technology
- SXT Package including 17-inch machined-face, cast-aluminum wheels; 3.5-liter High Output V-6 engine providing 250 hp (186 kW) and 250 lb.-ft. (340 N•m) of torque; all-speed TCS; body-color heated, foldaway mirrors and bodyside molding with bright inserts; chromed grille surround with bright grille crosshairs and headlamp bezels; dual illuminated visor vanity mirrors; ESP with Brake Assist; five-speed automatic transmission with Auto Stick; fog lamps; four-wheel ABS; power eight-way driver seat; and Satin Silver center-stack bezels.

The rear-wheel-drive Dodge Magnum with the SXT package offers the following additional options:

- 18-inch chrome-clad aluminum wheels
- 18-inch ultra-bright aluminum wheels
- 276-watt six-speaker Boston Acoustics sound system
- AM/FM/Six-CD, full-map DVD-based navigation system with GPS
- AM/FM/Six-CD/MP3/cassette stereo
- Comfort Seating Group including leather-trimmed, heated front seats, eight-way power passenger seat, leather-wrapped steering wheel and power adjustable pedals
- Convenience Group III including automatic temperature control, automatic headlamps and express up/down front windows
- Leather-trimmed seats, steering wheel and shift knob
- Rear-seat Video Entertainment System
- Sun roof

#### **2007 Dodge Magnum SXT (All-wheel drive)**

##### Standard Features

In addition to all standard and optional equipment on the Dodge Charger SE and rear-wheel-drive SXT package, the Charger SXT (all-wheel drive) adds the following:

- Front differential and transfer case
- Performance disc brakes
- 19-gallon fuel tank
- Unique 18-inch polished aluminum wheels

#### **2007 Dodge Magnum R/T (Rear-wheel drive)**

##### Standard Features

In addition to all standard features on the Dodge Magnum SE and SXT package, the Dodge Magnum R/T (rear-wheel

drive) adds:

- 18-inch ultra-bright aluminum wheels
- 276-watt, six-speaker Boston Acoustics sound system
- 5.7-liter HEMI V-8 engine – 340 hp (254 kW) and 390 lb.-ft. (525 N•m) of torque
- Multi-displacement System – improving fuel economy as much as 20 percent
- Dual exhaust with bright tips
- Leather-trimmed seats, steering wheel and shift knob
- Performance four-wheel ABS
- Power adjustable pedals
- SIRIUS Satellite Radio with first year subscription provided by SIRIUS
- Tire pressure monitor
- Touring suspension with 225/60R18 all-season touring tires, tuned dampers and performance exhaust

#### Optional Features

In addition to all optional features on the rear-wheel-drive Dodge Magnum SE and SXT package, the Dodge Magnum R/T (rear-wheel drive) adds the following:

- 18-inch chrome-clad wheels
- Convenience Group II including automatic temperature control, heated front seats, eight-way power passenger seats and automatic headlamps
- Electronic Convenience Group including instrument cluster with display screen, compass, vehicle information center, traveler/mini trip-computer, security alarm, steering-wheel-mounted audio controls and HomeLink universal transceiver garage door opener
- Road/Track Performance Group including 20-inch chrome-clad wheels and 245/45ZR20 all-season performance tires, performance suspension, steering gear and exhaust/induction system (adding 10 horsepower), and leather-wrapped steering wheel and heritage R/T badging on decklid
- Trailer Tow Package including severe-duty engine cooling and load leveling/height control shocks

#### **2007 Dodge Magnum R/T (All-wheel drive)**

##### Standard Features

In addition to all standard and optional equipment on the Dodge Magnum R/T (rear-wheel drive), the Magnum R/T (all-wheel drive) adds:

- Front differential and transfer case
- Unique 19-inch polished aluminum wheels

#### **SAFETY AND SECURITY**

The Dodge Magnum received a five-star rating for driver and front-passenger protection in a frontal crash, the highest rating from NHTSA.

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Advanced multi-stage air bag system
- All-speed traction control system
- Anti-lock brake system
- Auto-reverse sun roof
- Auto-reverse windows
- Auto-dimming interior rearview mirror
- BeltAlert
- Brake/park interlock
- Child-protection rear door locks
- Constant Force Retractors
- Electronic Stability Program with Brake Assist
- Energy-absorbing steering column
- Enhanced Accident Response System

- Lower Anchors and Tethers for Children (LATCH)
- Low-risk deployment air bags
- Power adjustable pedals
- Remote keyless/illuminated entry
- Self-sealing tires
- Supplemental side-curtain air bags
- Seat belt pretensioners
- Sentry Key Engine Immobilizer
- Tire Pressure Monitor
- UConnect Hands-free Communication System using Bluetooth technology

#### **COLOR AVAILABILITY**

- Marine Blue Pearl Coat (New)
- Steel Blue Metallic Clear Coat (New)
- TorRed (New)
- Bright Silver Metallic Clear Coat
- Brilliant Black Crystal Pearl Coat
- Inferno Red Crystal Pearl Coat
- Silver Steel Metallic Clear Coat
- Stone White Clear Coat

#### **MANUFACTURING INFORMATION**

- 2007 model year production start: August 2006
- Production location: Brampton Assembly Plant in Brampton, Ontario, Canada
- 5.7-liter HEMI V-8 engine: Saltillo Engine Plant in Saltillo, Mexico
- 3.5-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- 2.7-liter V-6 engine: Kenosha Engine Plant in Kenosha, Wis.
- Five-speed automatic transmission with Auto Stick: Indiana Transmission Plant in Indianapolis, Ind.
- Four-speed automatic Variable Line Pressure transmission: Kokomo Transmission Plant, Kokomo, Ind.

#### **MARKET POSITION**

The 2007 Dodge Magnum is a stylish alternative for consumers who want the comfort and performance of a car plus the capability and image of an SUV without sacrificing everyday functionality. The Dodge Magnum combines a high-performance, technically advanced driving machine with versatility and capability in a stylish package. Nothing else is like a Dodge Magnum.

Magnum targets men ages 30-45, middle- to upper-middle-class, who are former sedan or SUV owners looking for something new and exciting that allows them to express their youthful and adventurous side but still serves their need for a functional vehicle.

#### **Demographics**

- Gender: 65 percent male
- Age: 30-45
- Median Annual Household Income: \$75,000
- Education: 40 percent college graduates
- Household: 75 percent married
- Occupation: mix of mid-level white-collar workers, skilled tradespeople, and traditional blue-collar workers in high-paying professions

#### **MARKET ADVANTAGES**

- 2007 Dodge Magnum continues to thrill customers as one of the hippest vehicles on the road, offering a bold, unique profile; exceptional versatility; optional HEMI power; and rear-wheel and all-wheel-drive performance
- Unmistakable bold Dodge styling, dramatic body-to-glass proportions, a high beltline and a tapered

roofline make Dodge Magnum unlike any other vehicle on the road

- Proven technology such as ESP, all-speed TCS and four-wheel ABS are available to provide exceptional ride and handling in the 2007 Dodge Magnum
- The all-wheel-drive Dodge Magnum SXT and R/T models provide excellent cornering balance under all driving conditions and improved traction in snow and wet-weather conditions
- 5.7-liter HEMI V-8 engine features MDS – improving fuel economy as much as 20 percent but not at the expense of vehicle performance. The 2007 HEMI-powered Dodge Magnum R/T can go 0-60 mph in 6.3 seconds
- Exceptional towing capacity of 3,800 lbs. (when properly equipped)
- Dodge Magnum's extreme-access rear liftgate opens straight up instead of swinging out, to provide an unusually large cargo opening for flexible, useful space

## PRODUCT CHRONOLOGY

### 2006 Model Year

- Available All-wheel Drive (AWD)
- 18-inch aluminum wheel (optional on rear-wheel-drive SXT)
- 3.5-liter engine RWD models mated to a five-speed automatic transmission with Auto Stick
- 3.5-liter High Output engine badge (3.5-liter-equipped models)
- Audio input jack added to AM/FM/CD radio
- Auto headlamps and express-up windows with auto-reverse sensing system added to Convenience Group II (R/T)
- Body color heated foldaway mirrors (added to SXT)
- Bodyside molding with bright insert (added to SXT)
- Boston Acoustics badge added to mirror flag door trim (when so equipped)
- Bright grille inserts (added to SXT)
- Bright headlamp bezels (added to SXT)
- Chrome accent on ash receiver door (SXT, R/T)
- Cup holder door with chrome accent (R/T)
- Eight-way power passenger seat with power recline
- Four-speed automatic transmission adds Variable Line Pressure (VLP)
- New 17-inch machined aluminum wheel (rear-wheel-drive SXT)
- Optional DVD Video Entertainment System (VES™) in center console (SXT, R/T)
- Power-adjustable pedals standard equipment on R/T models
- R/T badge revised on R/T model
- Satin Silver center stack bezel (SXT, R/T)
- Satin Silver lower steering wheel spokes (SXT [Leather] and R/T)
- Seat BeltAlert
- Speed control instrument panel indicator light
- Sunscreen glass standard on all SE models
- Tire Pressure Monitoring warning lamp (R/T)

### 2005 Model Year

The Dodge Magnum was introduced in Model Year 2005 as the “new shape of American muscle” and the first rear-wheel-drive Dodge car in nearly 20 years.

Features included:

- 5.7-liter HEMI® MDS V-8 engine with Chrysler Group's first five-speed automatic transmission
- 3.5-liter SOHC High Output V-6 engine mated to a four-speed automatic transmission
- 2.7-liter DOHC V-6 engine with four-speed automatic transmission
- Exterior colors: Inferno Red Crystal Pearl Coat, Mineral Gray Metallic, Bright Silver Metallic, Magnesium Pearl Coat, Brilliant Black Crystal Pearl Coat, Midnight Blue Pearl Coat and Cool Vanilla
- 17- and 18-inch aluminum wheels
- 18- and 19-gallon fuel tanks
- Advanced multi-stage air bag system

- All-new short- and long-arm front suspension
- Anti-lock Brake System (ABS)
- Available all-speed traction control
- Available Electronic Stability Program (ESP) with Brake Assist
- Available self-sealing tires
- Five-link independent rear suspension
- Multi-Displacement System (MDS) — improving fuel economy as much as 20 percent
- Occupant Classification System
- One-touch, three-blink lane change signal standard on all models
- Optional Nivomat™ self-leveling shock absorbers
- Optional SIRIUS Satellite Radio
- Optional UConnect® Hands-free Communication System
- Power adjustable pedals
- Remote keyless entry with Sentry Key Engine Immobilizer
- Speed control
- Supplemental side-curtain air bags
- Tilt and telescoping steering wheel

[Feature Availability and Specifications](#)

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