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Avenger: Pure Dodge Attitude in an Affordable Performance Package

- With a starting U.S. Manufacturer's Suggested Retail Price of \$18,895, Dodge Avenger delivers quality, durability, performance and excellent fuel efficiency at a terrific value
- Bold Dodge styling and innovative, useful features set Avenger apart in competitive mid-size segment
- Dodge Avenger R/T all-wheel-drive model a first for Dodge in the mid-size car segment

February 7, 2007, Auburn Hills, Mich. - The 2008 Dodge Avenger offers car buyers something new, exciting — and previously unseen in the global mid-size sedan segment — serious Dodge attitude. Dodge Avenger makes a powerful statement as a reliable, well-engineered sedan with bold, sporty styling, spirited performance and innovative features that fit active, exciting lifestyles at an affordable price. Also, a first for Dodge in the mid-size car segment, Dodge offers an Avenger R/T all-wheel-drive (AWD) model.

This all-new mid-size sedan also marks a milestone in the Dodge brand's car renaissance. With the new Avenger, Dodge has a stable full of innovative, new cars to complement its broad range of successful pickups and sport-utility vehicles. From Viper to Caliber and every segment in between, Dodge now offers an extremely competitive car.

"The all-new 2008 Dodge Avenger sedan does for the mid-size segment what Dodge Caliber did for the compact car segment and Dodge Charger did for large cars," said George Murphy, Senior Vice President—Global Marketing. "Avenger gives mid-size car buyers a sedan they can be proud to own, for its style, performance and innovative features at a price they can afford."

Hitting the Bulls-eye — The Extremely Competitive Mid-size Sedan Segment

The all-new 2008 Dodge Avenger will compete in the largest, most competitive segment of the U.S. passenger car market: the 1.9-million-unit-a-year standard mid-size segment, which accounts for approximately 11.4 percent of the total car and truck industry and approximately 31 percent of the passenger car market. Highly fluctuating gas prices and new model offerings suggest the market will see future growth, and with its bold Dodge design, value price, solid standard equipment and innovative features, the new Dodge Avenger is ready to pounce when traditional mid-size car buyers are drawn into Dodge dealer showrooms, looking for what only Avenger can offer – pure Dodge attitude in an affordable performance package.

Avenger is designed to appeal to Generation Xers who are 30-45-years-old, married and have a median income of approximately \$60,000. Sixty percent are male, and 40 percent are college educated. Many have small families with one or two children. These mid-size car buyers are youthful, full-of-life and have active lifestyles. They enjoy challenging themselves at their jobs and with their hobbies. They want a vehicle that is affordable and matches their personality, something with a unique style that offers sporty performance, enhances their self image and is fun to drive. Dodge Avenger, with its bold, aggressive Dodge design, functional interior, innovative features and essential levels of reliability, gives them a car that will impress their friends with its looks and performance.

2008 Dodge Avenger Model Line-up

The 2008 Dodge Avenger is available in the United States in four models: Dodge Avenger SE, Dodge Avenger SXT, Dodge Avenger R/T, and a first for Dodge in the mid-size segment, Dodge Avenger R/T AWD (late availability). Full model details, specifications and pricing for markets outside the United States will be released ahead of Avenger's launch in each respective market.

Dodge Avenger SE

With a starting U.S. MSRP of \$18,895 (including a \$675 destination charge), the Dodge Avenger SE features a

standard 2.4-liter World Engine that produces 173 horsepower (129 kW) and 166 lb.-ft. (225 N•m) of torque coupled with a four-speed automatic transaxle. Other standard equipment includes both side-curtain and front-seat-mounted side air bags, Tire Pressure Monitoring (TPM) system, disc/drum brakes, power windows, doors and locks, an electroluminescent cluster with outside temperature display, sport steering wheel, tilt/telescoping steering column, driver seat with lumbar with manual height adjuster, AM/FM/CD radio with MP3 connectivity and play capability, sliding sun visor, sliding front center armrest, an upper and lower bin in the center console, 60/40 folding rear-seat with center arm rest, rear door map pockets with bottle holders and driver's side front-seat-back map pocket, remote keyless illuminated entry, Sentry Key® Engine Immobilizer and theft alarm.

On the exterior, the Dodge Avenger SE model features standard power mirrors, body-color door handles, quad headlamps and 16-inch tires with wheels covers.

Available options on the Dodge Avenger SE model include anti-lock brakes (ABS), a six-disc CD/DVD/MP3 radio with six speakers, remote start, SIRIUS Satellite Radio, UConnect® Hands-free Communication System with automatic-dimming rearview mirror, heated cloth seats, daytime running lamps, engine block heater and a power sunroof (which comes with a premium headliner that includes illuminated vanity mirrors, rear passenger assist handles, Light-emitting Diode [LED] map and courtesy lamps and body-color body-side molding).

Dodge Avenger SXT

The 2008 Dodge Avenger SXT model has a starting U.S. MSRP of \$19,795 (including a \$675 destination charge). In addition to the standard features on the Dodge Avenger SE model, the Dodge Avenger SXT model includes anti-lock disc/drum brakes, YES Essentials® premium seat fabric, a fold-flat passenger seat, power eight-way driver's seat with lumbar, chrome rings on the front speakers, silver accent cluster bezels and six speakers.

Standard exterior equipment on the Dodge Avenger SXT includes chrome grille accents, body-color body-side molding, an SXT badge and 17-inch all-season tires with cast-aluminum machined painted wheels.

Available options on the Dodge Avenger SXT model, in addition to the options available on the Avenger SE model, include a 2.7-liter Flexible Fuel Vehicle (FFV) V-6 engine that produces 189 hp (141 kW) and 191 lb.-ft. (259 N•m) of torque, coupled with a four-speed automatic transaxle. Additional options include Electronic Stability Program (ESP), MyGIG™, a cutting-edge Harman/Kardon navigation/infotainment system that includes SIRIUS Satellite Radio and UConnect, a rear-seat video system, premium 276-watt six-channel Boston Acoustics sound system, heated leather seats, leather-wrapped steering wheel with audio controls, a Convenience Group (which includes power heated exterior mirrors, express-up/down windows for both the driver and passenger and express-down windows on the key fob, heated seats and remote start), Sport Appearance Group (which when coupled with the standard 2.4-liter World Engine includes fog lamps and a rear spoiler and when coupled with a V-6 engine, also includes 18-inch wheels and tires) and a Premium Convenience Group (which includes heated/cooled cupholder, automatic headlamps, single-zone automatic temperature control, cabin air filtration system, premium headliner, Electronic Vehicle Information Center, travel computer, compass and TPM).

Dodge Avenger R/T

The Dodge Avenger R/T model has a starting U.S. MSRP of \$23,545 (including a \$675 destination charge). In addition to the standard features on the Dodge Avenger SE and SXT models, the Dodge Avenger R/T model features a 3.5-liter V-6 engine that produces 235 horsepower (175 kW) and 232 lb.-ft. (315 N•m) of torque coupled with a new six-speed automatic transaxle that comes standard with Auto Stick. Additional standard features include a sport-tuned suspension, performance steering, leather-wrapped steering wheel with audio controls, leather-wrapped shift knob, AM/FM six-disc CD radio, express up/down windows with the press of a button on the key fob, single-zone automatic temperature control and an automatic-dimming rearview mirror.

Standard exterior equipment on the Dodge Avenger R/T model includes heated body-color folding exterior mirrors, body-color bodyside molding, R/T badging, automatic headlamps, fog lamps, 18-inch all-season performance tires with burnished cast-aluminum wheels, a rear spoiler and chrome-tipped dual exhaust.

Available options on the Dodge Avenger R/T model, in addition to the options available on the Avenger SE and SXT models, include 18-inch chrome-clad wheels and a Premium Convenience Group (which includes remote start, heated seats, Universal Garage Door Opener, premium headliner, cabin air filtration system, heated/cooled cupholder, traveler computer, TPM and Electronic Vehicle Information Center).

Dodge Avenger R/T AWD

The Dodge Avenger R/T AWD model has a starting U.S. MSRP of \$25,545 (including a \$675 destination charge). In addition to the standard features on the Dodge Avenger SE, SXT and R/T models, the Dodge Avenger R/T AWD also features standard ESP with Traction Control.

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