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Avenger's Aggressive Dodge Styling Makes Powerful Statement in Mid-size Car Segment

- Brings Dodge Charger heritage styling to mid-size segment
- Muscular rear shoulders, sleek rear spoiler and modern yet menacing quad headlamps embody the Dodge brand attributes of bold, powerful and capable
- Designed for global appeal – broadens Dodge brand's product portfolio to the D-segment

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Dodge will spin the global D-segment on its axis with the all-new 2008 Dodge Avenger — a bold, sporty sedan that infuses Dodge Charger heritage into the typically bland mid-size car segment. Avenger's aggressive Dodge styling makes a powerful statement, commanding attention and evoking attributes that define the Dodge brand: bold, powerful, capable and street smart. Dodge Avenger will appeal to car buyers who demand a high-quality, dependable vehicle, but also want a car with enough pizzazz to stand out in 1.9-million-unit-a-year segment.

"Avenger's unmistakable Dodge design cues will have the same impact in the competitive mid-size segment that Charger and Magnum have had in the large-car segment and Caliber has seen in the compact car segment," said Trevor Creed, Senior Vice President — Design. "Avenger's in-your-face, menacing Dodge styling definitely sets it apart from every other vehicle on the road."

From the front, there's no mistaking the bold presence of Dodge's heritage in Avenger's aggressive exterior lines. The Dodge brand's signature wraparound crosshair grille creates a menacing site in drivers' rear-view mirrors. Large, modern quad headlamps, housed in black, add to Avenger's intimidating glare. The Avenger SE features a body-color crosshair grille with a black texture. The crosshair grille on the SXT and R/T model is chrome with a black texture, which accentuates the vehicle's serious, almost sinister appearance. A stamped formation carries the vertical lines of the crosshair grille over the hood.

Avenger's side profile shares more family traits with its Dodge Charger sibling. Muscular rear shoulders, large wheels and tires and a sleek rear spoiler embody the Dodge brand attributes of bold, powerful and capable. Avenger's long greenhouse is created by black appliqué on the B-pillars, which make this mid-size sedan look like it's pouncing forward, even when it's at a standstill. Available body-color moldings, body-color door handles and fold-away mirrors add to Avenger's sport appearance, keeping the side profile clean and sharp.

From the rear, large, expressive taillamp modules placed at the corners frame the Avenger's deck lid, which includes a sleekly integrated finely tuned body-color spoiler. The spoiler and chrome-tipped dual exhaust outlets communicate the performance capability of the Avenger R/T's 3.5-liter engine, performance steering and sport suspension.

Aggressive-looking wheels and tires complete Avenger's sporty appearance. The Dodge Avenger SE model sold in the United States features 16-inch wheels with painted wheel covers; the Avenger SXT features 17-inch cast-aluminum wheels and all-season tires; and the Dodge Avenger R/T and R/T AWD models feature 18-inch aluminum wheels and all-season performance tires. Chrome-clad wheels also are available on the R/T and R/T AWD models.

The all-new 2008 Dodge Avenger rides on a 108.9-inch wheelbase and 61.8-inch track, which adds to the vehicles athletic stance, improves ride quality and stability and maximizes crush space in the engine compartment. Overall, Avenger is 1.2 inches wider and 4 inches taller than the vehicle it replaces.

All 2008 Dodge Avenger models will be available in Inferno Red Tinted Pearl Coat, Sunburst Orange Pearl Coat, Marathon Blue Pearl Coat, Modern Blue Pearl Coat, Silver Steel Metallic Clear Coat, Bright Silver Metallic Clear Coat, Brilliant Black Pearl Coat and Stone White Clear Coat.

Impressive Interior Makes Bold, Graphic Statement

Bold, graphic design elements, which set the new 2008 Dodge Avenger's exterior design apart from the competition, also are evident throughout the vehicle's spacious interior.

Carefully matched grains and low gloss levels contribute to Avenger's rich-looking interior surfaces. The instrument panel top pad feature a Franklin grain with low-gloss finish to match the defroster grille, driver cubby and Dodge logo on the passenger side surrounds. From the cluster bezel to climate control knobs, circles are a primary graphic element repeated throughout the Dodge Avenger's interior.

Taking a cue from the Dodge Ram, the Avenger's center stack features a V-like ram's horn shape that surrounds the gated shifter bezel and serves as a design focal point. Avenger's center stack also features dual heating and air conditioning vents. A large opening below the vents provides room for either the standard AM/FM/CD radio or the available cutting-edge MyGIG™ Multimedia Navigation/Audio/Entertainment/Communication system. On vehicles equipped with the UConnect® Hands-free Communication System, phone buttons are packaged in the radio control head for easy access and a clean, streamlined appearance.

Unique in the mid-size segment, Dodge Avenger features *Chill Zone*™, a cooled beverage storage bin that is standard on all Avenger models. Housed in the passenger side upper instrument panel, the bin can hold and chill as many as four 12-oz. beverage cans.

The Avenger's center floor console features dual storage bins and a sliding armrest that moves 3 inches to provide a comfortable seating position for all drivers. The shallow upper bin conceals small items. The lower bin includes coin storage and a 12-volt power outlet. An additional storage slot fits a cell phone, PDA or MP3 player, which can be plugged into the outlet.

All of Dodge Avenger's doors include door map pocket inserts. The rear doors add a bottle holder for added convenience. The back of the driver's seat features a pocket for storing maps, papers or magazines. Standard 60/40 fold-flat rear seats make room for more gear, and an available fold-flat passenger seat creates a table-like surface that enhances Avenger's versatile interior.

Dodge Avenger's interior provides comfortable seating for the driver and as many as four passengers. Drivers sit 2.5 inches higher than they did in Dodge's previous mid-size sedan, giving them a command-of-the-road seating position. The interior cabin also is extremely spacious with 100.9 cu. ft., which is an additional 7 cubic feet of interior passenger volume compared with the vehicle it replaces. There are 2.5 inches more headroom, 1.2 inches more shoulder room and an inch more hip room in the front seat. Luggage volume in the trunk is a competitive 13.35 cubic feet.

Dodge Avenger buyers can choose from three different interior upholstery options: Evolution/Wallace cloth (standard on the SE model); easy-clean YES Essentials® Canyons/Racine premium cloth (standard on SXT and R/T models); and two-tone Radar perforated leather inserts with Sutton vinyl (available on Avenger SXT and R/T models). YES Essentials is unique to the Chrysler Group in the mid-size sedan market. This anti-microbial and anti-static seat fabric repels and releases soil to maintain a like-new appearance. Spills remain on the surface of the fabric, making it extremely easy to clean, keeping Avenger's interior free from stains and odors.

All 2008 Dodge Avenger models feature a two-tone interior theme of dark and lighter shades Dark Khaki or Slate Gray, which gives it a spacious appearance. The Dodge Avenger R/T features high-contrast Slate Gray/Light Slate Gray or Dark Slate Gray/Light Graystone interior.

Dodge Avenger's available interior accents include Alloy Silver and bright chrome for an upscale appearance and sense of craftsmanship. All models include bright chrome door lock knobs and bright chrome rings on the climate controls. The Avenger R/T adds a bright chrome cluster bezel and horn pad strip.

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