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## **Dodge Announces Pricing for New 2008 Dodge Dakota**

New Dakota Is Most Powerful Pickup in Its Segment, Offering More Power and Fuel Efficiency Combined With Bold New Styling, Versatility and Capability

- New 2008 Dodge Dakota priced at \$20,080 for Extended Cab and \$22,780 for Crew Cab
- Most powerful pickup in mid-size segment, with a new 4.7-liter V-8 engine producing 302 horsepower, a 31 percent improvement, and 329 lb.-ft. of torque, a 13 percent improvement, while providing more than 5 percent improved fuel economy
- New exterior and interior in two cab styles with six trim levels
- Greatest interior space of any mid-size truck, largest and longest standard cargo bed in its class, best-in-class towing capability, only pickup in segment to offer full-time four-wheel drive

July 8, 2007, Auburn Hills, Mich. - Dodge announced pricing today for the new 2008 Dodge Dakota, which features six trim levels, new exterior and interior styling, many best-in-class capabilities and the most power of any pickup in the mid-size segment.

The new 2008 Dodge Dakota is available for \$20,080 for Extended Cab models, and \$22,780 for Crew Cab models. Prices include \$645 destination. The new 2008 Dodge Dakota arrives in dealerships in August.

"Dodge Dakota is the perfect vehicle for people who are looking for a great-looking, capable, powerful and versatile truck that can support a variety of lifestyle activities," said Mike Accavitti, Director – Dodge Brand and SRT Communications. "With two different cab styles, six trim levels and a tremendous number of available features, the new 2008 Dodge Dakota can be configured for any customer's needs – all at a great value."

For 2008, the Dodge Dakota will again be offered in two body styles – Extended Cab and Crew Cab – and six trim levels: ST, SXT, SLT, TRX/TRX4, Sport and Laramie.

The 2008 Dodge Dakota's exterior includes a newly styled hood, grille, front fascia, rear spoiler, fenders and headlamps. All-new fascias integrate with the restyled grille and incorporate fog lamps. The 2008 Dodge Dakota's tailgate includes a new spoiler that helps smooth air flow over the rear of the truck to improve fuel economy, and the top surface of the cargo box has a new protective surface.

The new 2008 Dodge Dakota's interior includes a new instrument panel, center console, accent finishes and several new interior storage choices. For 2008, the Dodge Dakota also offers the MyGIG™ Multimedia Infotainment System with 20-gigabyte hard drive and navigation radio. The 2008 Dodge Dakota Extended Cab's available Full Swing™ rear access doors open nearly 170 degrees – unique in the segment – to an interior with class-leading room and seating for five. With rear seats folded, up to 30 cubic feet of storage space is available. A total of four storage hooks are located on the Extended Cab's rear interior panel.

Separately, the 2008 Dodge Dakota Crew Cab offers best-in-class room — 37.1 cubic feet — and seating for up to six. With rear seats folded, a new under-seat storage system, a first for Dodge Dakota, is easily accessible. This system includes a unique, collapsible and removable cargo management system that enables gear to be organized and taken anywhere. In addition, both the Extended and Crew Cabs offer a new cargo box utility rail system with four moveable tie-down cleats to facilitate storage needs.

The new 2008 Dodge Dakota is the most powerful mid-size pickup on the market, by virtue of a new V-8 engine — the only V-8 option available in the mid-size pickup segment.

The new 4.7-liter V-8 offers more power and torque plus more than 5 percent better fuel economy than the previous

4.7-liter High Output engine. It also delivers improvements in refinement. It produces 302 horsepower, a 31 percent increase; and 329 lb.-ft. of torque, a 13 percent increase. The new engine is also capable of operating on E85 ethanol fuel, making the Dodge Dakota equipped with this engine a Flexible Fuel Vehicle (FFV).

The new 2008 Dodge Dakota may be equipped with a transfer case featuring two-wheel drive or four-wheel drive with locked high and low ranges, or an available transfer case with full-time four-wheel drive, as well as selections for locked high and low ranges. The 2008 Dodge Dakota is also the only pickup in its segment to offer full-time four-wheel drive.

#### **2008 Dodge Dakota ST Extended Cab and Crew Cab**

Powered by a 3.7-liter V-6 engine producing 210 horsepower and 235 lb.-ft. of torque, the new 2008 Dodge Dakota ST's standard features include a six-speed manual transmission, 16-inch styled steel wheels, dual-position tailgate, tinted windshield and front door windows, rear spoiler, four-pin trailer tow connection, power steering, air conditioning, interior courtesy lamps, power accessory delay, cloth bucket seats, AM/FM/CD/MP3 radio and advanced multi-stage air bags.

Optional features include a four-speed automatic transmission, rear dual folding seats on Extended Cabs and the Extra Security Package, which includes four-wheel anti-lock brakes and side-curtain air bags.

Following are prices for the new 2008 Dodge Dakota ST. All prices include \$645 destination.

- **Dodge Dakota ST Extended Cab 4x2 \$20,080**
- **Dodge Dakota ST Extended Cab 4x4 \$24,330**
- **Dodge Dakota ST Crew Cab 4x2 \$22,780**
- **Dodge Dakota ST Crew Cab 4x4 \$25,730**

#### **2008 Dodge Dakota SXT Extended Cab and Crew Cab**

In addition to the standard features offered on the ST, the Dodge Dakota SXT adds 16-inch aluminum wheels, tilt-steering wheel with cruise control, power windows, locks and mirrors, floor mats, floor console and dual rear seats (Extended Cab).

In addition to the optional features on the ST, the Dodge Dakota SXT offers power heated bucket seats with YES Essentials® seat fabric, and Full Swing™ opening rear doors on Extended Cab. Also available are the Utility Group, which includes a Class IV receiver, seven-pin wiring harness, 3.92 rear axle ratio, cargo utility rails and bed liner; and the Convenience Group, which includes sliding rear window or defrost, Full Swing™ rear doors (Extended Cab) and SIRIUS Satellite Radio.

Following are prices for the new 2008 Dodge Dakota SXT. All prices include \$645 destination.

- **Dodge Dakota SXT Extended Cab 4x2 \$21,640**
- **Dodge Dakota SXT Extended Cab 4x4 \$25,890**
- **Dodge Dakota SXT Crew Cab 4x2 \$24,285**
- **Dodge Dakota SXT Crew Cab 4x4 \$27,235**

#### **2008 Dodge Dakota SLT Extended Cab and Crew Cab**

In addition to the standard features offered on the SXT, the Dodge Dakota SLT adds fog lamps, body-color rear bumper, utility rails, anti-spin differential, sliding rear window or defrost, SIRIUS Satellite Radio, Full Swing™ rear doors on Extended Cab, power seats with adjustable lumbar support, security alarm, Sentry Key® engine immobilizer, YES Essentials® seat fabric, overhead console with compass, temperature and trip computer, and rear-seat collapsible and removable storage (Crew Cab models).

In addition to the optional features on the SXT, the Dodge Dakota SLT offers a 4.7-liter V-8 engine with five-speed automatic transmission, heated seats, bench seats, a liner under the cargo rails, 3.92 rear axle ratio, navigation radio, chromed tubular side steps, 18-inch chrome-clad aluminum wheels, Trailer Tow Package and Sound Group (premium audio system, AM/FM stereo with six-disc CD player and MP3 capability, remote audio controls and remote start).

Following are prices for the new 2008 Dodge Dakota SLT. All prices include \$645 destination.

- **Dodge Dakota SLT Extended Cab 4x2 \$24,595**
- **Dodge Dakota SLT Extended Cab 4x4 \$27,545**

- **Dodge Dakota SLT Crew Cab 4x2 \$26,815**
- **Dodge Dakota SLT Crew Cab 4x4 \$29,765**

#### **2008 Dodge Dakota TRX/TRX4 Extended Cab and Crew Cab**

In addition to the standard features offered on the SLT, the Dodge Dakota TRX and TRX4 adds molded-in-color fender flares and bodyside moldings, accent grille, tow hooks, unique 16-inch wheels, P265/70R17 OWL Rugged Trail tires, unique cloth bucket seats, TRX decals, black headlamp bezels with accent rings and a 3.55 rear axle ratio.

In addition to the optional features on the SLT, the Dodge Dakota TRX4 adds skid plates, 3.92 axle ratio and rubber slush mats (TRX4).

Following are prices for the new 2008 Dodge Dakota TRX/TRX4. All prices include \$645 destination.

- **Dodge Dakota TRX Extended Cab 4x2 \$25,005**
- **Dodge Dakota TRX4 Extended Cab 4x4 \$28,190**
- **Dodge Dakota TRX Crew Cab 4x2 \$27,195**
- **Dodge Dakota TRX4 Crew Cab 4x4 \$30,390**

#### **2008 Dodge Dakota Sport Extended Cab and Crew Cab**

In addition to the standard features offered on the SLT, the Dodge Dakota Sport adds body-color grille with chromed billets, Sport decals, 17-inch machined/painted silver wheels, P265/70R18 BSW on/off-road tires, 3.55 rear axle ratio, unique two-tone embroidered cloth bucket seats with increased side bolsters and leather-wrapped steering wheel.

In addition to the features on the SLT, the Dodge Dakota Sport adds red or gray interior accents, including cloth inserts and stitching on seats, center console lid and steering wheel and optional 18-inch black-painted wheels.

Following are prices for the new 2008 Dodge Dakota Sport. All prices include \$645 destination.

- **Dodge Dakota Sport Extended Cab 4x2 \$25,780**
- **Dodge Dakota Sport Extended Cab 4x4 \$28,705**
- **Dodge Dakota Sport Crew Cab 4x2 \$27,210**
- **Dodge Dakota Sport Crew Cab 4x4 \$30,120**

#### **2008 Dodge Dakota Laramie Extended Cab and Crew Cab**

In addition to the standard features offered on the SLT, the Dodge Dakota Laramie adds chromed grille and rear bumper, automatic headlamps, P265/65R16 tires, leather bucket seats, premium audio system with AM/FM stereo and six-disc CD player with MP3 capability and remote audio controls.

In addition to the optional features on the SLT, the Dodge Dakota Laramie adds heated leather bucket seats, leather bench seats and 18-inch chrome-clad aluminum wheels.

Following are prices for the new 2008 Dodge Dakota Laramie. All prices include \$645 destination.

- **Dodge Dakota Laramie Extended Cab 4x2 \$27,390**
- **Dodge Dakota Laramie Extended Cab 4x4 \$30,370**
- **Dodge Dakota Laramie Crew Cab 4x2 \$28,795**
- **Dodge Dakota Laramie Crew Cab 4x4 \$31,745**

The 2008 Dodge Dakota is built at the Warren (Mich.) Truck Assembly Plant.

#### **Dodge Brand**

With a U.S. market share of 6 percent, Dodge is the Chrysler Group's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 20 percent market share in the U.S. In the highly competitive truck market, Dodge has a 15 percent market share. Last year, Dodge entered key European volume segments with Nitro and Caliber. Dodge Avenger made its European debut this year.

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