

2008 Dodge Nitro Continues to Set the Mid-size SUV Segment Ablaze

August 31, 2007, Auburn Hills, Mich. - Since its introduction in 2007, the Dodge Nitro has ignited the mid-size sport-utility (SUV) segment with its bold, aggressive styling and performance to match. But, Nitro is not just another pretty face – it offers all the mid-size SUV must-haves: space, functionality and flexibility. Nitro's fold-flat first-row passenger seat and second-row seats offer a variety of loading options. The Load 'N Go™ cargo floor slides 18 inches rearward for easy loading and unloading and holds up to 400 pounds. Optional heated leather seats, MyGIG™ Multimedia Infotainment System, cutting-edge entertainment system options and a long list of standard safety and security features are just how the Dodge Nitro spiced up the mid-size SUV recipe.

For 2008, the Dodge Nitro adds a Trailer Sway Control System and ParkSense® Rear Park Assist System to its laundry list of safety and security features. Brilliant Black, Light Graystone and Modern Blue are new exterior color options.

The Dodge Nitro is the first mid-size SUV for the Dodge brand and complements its lineup of cars, minivans, trucks, commercial vehicles and a full-size SUV.

“WHAT'S NEW FOR 2008”

Exterior:

- Body color fascia, flares and body side molding (SXT C Package)
- Dodge Nitro is available in three new colors: Brilliant Black Pearl Coat, Light Graystone Pearl Coat, Modern Blue Clear Coat
- Two-tone seats with a choice of Inferno Red, Electric Blue or Sunburst Orange seat inserts on R/T model

Safety and security:

- Trailer Sway Control System
- ParkSense Rear Park Assist System

Packages:

- Travel Group: Trailer tow, security alarm and full-size spare
- Convenience Group: Remote start, ParkSense Rear Park Assist System, UConnect®
- Premium Sound Package: Six-disc CD/AM/FM radio, six premium speakers with subwoofer

DESIGN

To achieve a distinctive, bold appearance unlike anything in its segment, Nitro designers incorporated design elements and themes that were strong and confident. These characteristics proportion the vehicle like no other in its class. The result is the unmistakable Dodge Nitro with its purposeful, capable and assertive stance. There are three models – Dodge Nitro SXT, Dodge Nitro SLT and Dodge Nitro R/T.

Basic to every Dodge vehicle is the bold crosshair grille, which is just one of many design elements that define the cool persona and tough attitude of Dodge Nitro. The grille, body color on the Dodge Nitro R/T and chrome on the Dodge Nitro SXT and Dodge Nitro SLT, is emblazoned with a hefty three-dimensional ram's head. Jewel-like rectangular headlamps prominently wrap the corners of the vehicle and a clamshell hood with strong character lines complete the front end.

The side of the vehicle features a deep-body section and high beltline which add to the vehicle's confident appearance. Chromed vents positioned on each front fender compliment the vehicle's modern design and contemporary flair. Short front and rear overhangs, not typical of a mid-size SUV, contribute to the vehicle's forceful expression. Wheels pushed to the corners, with powerful-looking wheel arches, convey Nitro's confident stance. Standard on the Dodge Nitro R/T and optional on the Dodge Nitro SLT are 20-inch chrome-clad aluminum wheels

and tires.

The interior of the five-passenger Dodge Nitro is spacious, functional and flexible for people and cargo. The headliner is shrink-wrapped to allow maximum head room and there is plenty of leg room for first- and second-row passengers.

The Dodge Nitro SLT and Dodge Nitro R/T receive chrome detail on the steering wheel, instrument cluster, center console, HVAC controls and door handles. The gear shifter and control buttons are substantial in size and bold by design.

The Dodge Nitro has a fold-flat front passenger seat, as well as fold-flat second-row seats. Second-row seats also recline for added passenger comfort. Standard on the Dodge Nitro SLT and Dodge Nitro R/T is the LOAD 'N GO cargo floor which slides 18 inches rearward for easy and convenient loading and unloading of packages. The LOAD 'N GO cargo floor can hold up to 400 pounds and is made of a heavy-duty plastic for easy cleaning. Standard on the Dodge Nitro SXT is a reversible load floor, and a compact utility table is optional.

ENGINEERING

Two Powerful Engines

4.0-liter SOHC V-6

The performance-oriented, 4.0-liter, single-overhead-cam (SOHC) V-6 engine is designed to provide the power and torque required to make the Dodge Nitro R/T a leader in the mid-size SUV segment. The engine delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm. It is an enhanced version of the 3.5-liter engine used in prior Chrysler Group vehicles. The 4.0-liter SOHC V-6 engine provides more power and torque than the prior 3.5-liter, with emphasis on low- and mid-range operation to meet the needs of the day-to-day driver.

The 4.0-liter engine is standard on the Dodge Nitro R/T model.

3.7-liter SOHC V-6

The 3.7-liter SOHC V-6 engine provides the 2008 Dodge Nitro with a standard engine that is efficient, durable and smooth. It produces 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (319 N•m) of torque @ 4,000 rpm. Refinements in the valve train and combustion chamber, working together as a system, enhance low-speed torque while providing a smooth idle and minimal engine noise. A sophisticated Electronic Throttle Control system tailors throttle response to pedal movement based on operating conditions, and maintains a consistent vehicle speed on rolling grades when cruise control is active. There is also an exhaust gas recirculation valve on the engine which helped to increase fuel economy.

The 3.7-liter V-6 is standard on the Dodge Nitro SXT and Dodge Nitro SLT models.

For key diesel markets outside North America, the Dodge Nitro will be offered with a diesel engine.

Two Suspension Systems

The Dodge Nitro features a coil-spring independent front suspension and a five-link, coil-spring rear suspension. The independent front suspension gives the driver an optimum combination of ride, handling and steering, providing a greater sense of control and precision. The solid five-link rear suspension, including upper and lower trailing links and track bar, provides higher lateral stiffness for vehicle responsiveness and outstanding handling. Ample suspension wheel travel is provided to maintain consistent ride quality, especially when the vehicle is loaded or towing a trailer.

Performance Suspension

Performance-oriented drivers will want the performance suspension offered on the Dodge Nitro R/T and SLT models. Here the emphasis is on responsive, fun-to-drive handling accompanied by a firm ride. This system features a revised sway bar, springs, shocks, bushings, and 20-inch tires and wheels for improved cornering and increased traction.

Sport Suspension

Dodge Nitro SXT features a sport suspension that delivers responsive handling with a comfortable ride. This tuning offers a strong balance between ride comfort and nimble, confidence-inspiring handling. The sport suspension will appeal to a cross section of buyers looking for comfort and solid on-road performance.

Effort, feel and response on the Nitro's rack-and-pinion steering system are tuned for each available suspension and give the driver precise control and positive feedback from the steering force exerted by the tires. The steering linkage

design allows for a tighter turning circle.

Choice of Three Transmissions

Three transmissions are offered on the Dodge Nitro: a six-speed manual, a four-speed automatic and a five-speed automatic.

The six-speed manual transmission is standard on the Dodge Nitro SXT 4x2 and 4x4 models with the 3.7-liter V-6 engine. The transmission provides optimal shift quality and improved quietness. The four-speed automatic transmission is optional on the Dodge Nitro SXT and standard on the Dodge Nitro SLT. Line pressure within the transmission is based on demand for improved fuel efficiency. To complete the unique Dodge Nitro R/T powertrain, a five-speed automatic transmission is mated to the 4.0-liter V-6 engine. The five-speed transmission features Electronic Range Select driver-interactive shift control.

Part-Time Four-Wheel-Drive

The Dodge Nitro 4x4 features a part-time four-wheel-drive system. Two-wheel- and four-wheel-drive modes are electronically controlled by a switch in the center console, which can be selected at any time with the part-time four-wheel-drive system.

Exceptional Braking Capability

Four-wheel-disc, anti-lock brakes (ABS) are standard on the Dodge Nitro. The vehicle's larger rotors contribute to excellent stopping and handling capability. All-speed traction control is standard on the Dodge Nitro and is engineered to transfer torque from one wheel to another on the same axle when wheel slip conditions are detected.

Also standard on the Dodge Nitro is the Electronic Stability Program (ESP), which aids the driver in maintaining vehicle directional stability in severe maneuvers on any type of surface. Using signals from sensors throughout the vehicle, ESP determines the appropriate brake and throttle adjustments.

PRODUCT HIGHLIGHTS

The Dodge Nitro's bold, powerful, street-smart design statement has ignited the mid-size SUV segment, which is typically characterized by conservative styling

- Dodge Nitro's design is unlike any mid-size SUV on the road today. The Dodge Nitro's bold styling and aggressive stance are what make the vehicle stand out in a crowd
- Signature Dodge crosshair grille, deep body section, high beltline and strong wheel forms add to the vehicle's confidence
- It has attitude

Dodge Nitro is the first mid-size SUV for Dodge and complements the brand's lineup of passenger cars, minivans, trucks, commercial vehicles and a full-size SUV

- Being the first mid-size SUV for the brand, Dodge Nitro personifies the bold, powerful and street-smart attitude of Dodge
- The Dodge Nitro continues the brand's history of creating game-changing products and features

The five-passenger Dodge Nitro is designed to attract a customer seeking distinctive style, sporty performance and cargo flexibility

- The interior of the five-passenger Nitro is spacious, functional and flexible for people and cargo
- The Dodge Nitro has innovative cargo-seating flexibility and seats five passengers comfortably. The vehicle offers fold-flat front passenger and second-row seats. Second-row seats recline for added passenger comfort
- Two cargo floors – a reversible load floor standard on Dodge Nitro SXT and Load 'N Go cargo floor standard on Dodge Nitro SLT and Dodge Nitro R/T
- The Dodge Nitro offers three models – Nitro SXT, Nitro SLT and Nitro R/T
- The Dodge Nitro R/T – with the 4.0-liter SOHC V-6 engine, performance suspension and 20-inch chrome-clad aluminum wheels and performance tires – redefines the mid-size SUV driving experience
- Options include a MyGIG™ Multimedia Infotainment System with navigation that features real-time traffic data update, rear-seat DVD entertainment system, AM/FM/CD/DVD/MP3 audio with premium speakers and a subwoofer, remote start, ParkSense and UConnect

Excellent acceleration, braking and handling

- Performance suspension for improved cornering and increased traction, and an independent front and five-link rear suspension systems
- Standard all-speed traction control
- Two V-6 engine offerings:
- 4.0-liter SOHC V-6 delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm
- 3.7-liter SOHC V-6 delivers 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (360 N•m) of torque @ 4,000 rpm
- Standard safety and security features include ABS, Electronic Stability Program, Electronic Roll Mitigation and side curtain air bags

Dodge Nitro is designed to expand the Dodge brand's presence in international markets

- The Dodge brand expands to Europe and volume markets overseas, and the Dodge Nitro is part of that expansion
- The vehicle is available in markets outside North America in left-hand and in right-hand drive
- The Dodge Nitro's front fascia, rear fascia, taillamps and headlamps are designed to meet international requirements
- The Dodge Nitro is offered with a diesel engine in key diesel markets outside North America

MODEL LINEUP

2008 Dodge Nitro SXT

Standard Features

- 3.7-liter SOHC V-6 engine
- Six-speed manual transmission
- Chrome grille
- 16-inch aluminum wheels
- P225/75R16 all-season BSW tires
- Anti-lock Brake System (ABS)
- Electronic Stability Program (ESP) with Electronic Roll Mitigation (ERM)
- All-speed traction control
- Sport suspension system
- Tire Pressure Monitoring system
- Roof rack side rails
- Low-back, two-toned cloth seats
- Supplemental side curtain air bags in the first and second rows
- AM/FM/CD/MP3 stereo
- Fold-flat front-passenger seat
- Reclining rear seats
- Power folding mirrors
- 12-volt power outlet
- Cargo floor with a reversible cargo tray
- SIRIUS Satellite Radio

Optional Features

- Four-speed automatic transmission
- Part-time four-wheel-drive system
- 17-inch aluminum wheels
- P235/65R17 OWL all-terrain tires
- Leather-wrapped steering wheel with speed control
- Deep tint glass
- Fog lamps
- Sun roof

- Compass/temperature display
- HomeLink universal garage door opener
- Body color fender flares, fascias and bodyside molding
- Travel Group: Trailer tow, security alarm and full-size spare

2008 Dodge Nitro SLT

Standard Features

In addition to standard and optional features on the Dodge Nitro SXT, the SLT model includes:

- Four-speed automatic transmission
- Body-color fender flares, fascias and bodyside molding
- P235/65R17 VSB performance tires
- 17-inch aluminum wheels
- Load 'N Go cargo floor
- Two-tone seats with YES Essentials® seat fabric
- Six-way power driver seat
- Tire pressure display
- Electronic Vehicle Information (EVIC)
- Power and heated, folding exterior mirrors
- Leather-wrapped steering wheel with remote audio controls
- Express-up driver window and express-down driver and passenger window
- Chrome interior accents on door handles, HVAC and center stack

Optional Features

- 17-inch chrome-clad aluminum wheels
- 20-inch chrome-clad aluminum wheels and tires with performance suspension
- Rear DVD entertainment system
- MyGIG Multimedia Infotainment System
- Leather, heated seats
- Convenience Group: Remote start, ParkSense Rear Park Assist System, UConnect
- Premium Sound Package: Six-disc CD/AM/FM radio, premium speakers

2008 Dodge Nitro R/T

Standard Features

In addition to standard and optional features on the Dodge Nitro SLT, the R/T model includes:

- 4.0-liter SOHC V-6 engine
- Five-speed automatic transmission
- Performance suspension
- 20-inch chrome-clad aluminum wheels
- P245/50R20 VSB performance tires
- Body-color grille with bright billets
- Body-color air dam and sill molding
- R/T logo on the front seats with stitching

Optional Features

- Two-tone seats with Electric Blue, Inferno Red, or Sunburst Orange seat inserts
- Monochrome Dark Slate leather, heated seats with red stitching and R/T logo

2008 DODGE NITRO SAFETY AND SECURITY EQUIPMENT

Please refer to the safety glossary in the Safety and Technology section for descriptions of the following available features:

- Advanced Multi-stage Driver and Front-passenger Air Bags
- Anti-lock Brake System (ABS)

- Anti-lock Brake System (ABS) with Rough Road Detection
- All-speed Traction Control System
- BeltAlert
- Crumple Zones
- Brake Assist
- Brake/Park Interlock
- LATCH (Lower Anchors and Tethers for Children)
- Child-protection Rear Door Locks
- Energy-absorbing Steering Wheel and Column
- Electronic Stability Program
- Electronic Roll Mitigation
- Enhanced Accident Response System
- Four-wheel Disc Brakes
- Head Restraints in all Outboard Seating Positions
- Height-adjustable Front Seat Belts
- HomeLink
- Knee Bolsters
- Load-limiting Seat Belt Retractors
- Occupant Classification System
- ParkSense Rear Park Assist System
- Remote Keyless Entry
- Sentry Key® Engine Immobilizer
- Seat Belt Pretensioners
- Supplemental Side Curtain Air Bags in First and Second Rows
- Three-point Belts in all Seating Positions
- Tire Pressure Monitor Warning Signal and Tire Pressure Display
- Trailer Sway Control System
- UConnect Hands-free Communication System

COLOR AVAILABILITY

- Brilliant Black Clear Coat
- Bright Silver Metallic Clear Coat
- Electric Blue Pearl Coat
- Inferno Red Crystal Pearl Coat
- Light Graystone Pearl Coat
- Modern Blue Pearl Coat
- Stone White Clear Coat
- Sunburst Orange Pearl Coat

MANUFACTURING INFORMATION

2008 model year production start: August 2007

Production location: Toledo North Assembly Plant in Toledo, Ohio

3.7-liter SOHC V-6 engine: Mack Avenue Engine Complex in Detroit

4.0-liter SOHC V-6 engine: Trenton Engine Plant in Trenton, Mich.

Six-speed manual transmission (NSG 370): Gaggenau Transmission Plant in Gaggenau, Germany

Four-speed automatic transmission (42RLE): Kokomo Transmission Plant in Kokomo, Ind.

Five-speed automatic transmission (W5A580): Indiana Transmission Plant II in Kokomo, Ind.

MARKETING POSITION

In a mid-size SUV segment dominated by bland, feminized designs, Nitro breaks the rules with a strong and imposing yet urbane style, uniquely asserting confidence and capability to which men aspire and women appreciate.

DEMOGRAPHICS

Gender: 38 percent male/62 percent female

Median Age: 40

Median Annual Household Income: \$61,000

Education: 38 percent with undergraduate/graduate degrees
Household: 59 percent married/young families/couples

MARKET ADVANTAGES

- Strong, distinctive, and imposing style
- Sporty performance
- People and cargo flexibility

PRODUCT CHRONOLOGY

2007 Model

Initial introduction as a 2007 model.

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