

## **2009 Dodge Caliber — Safety, Value and Bold Styling in One of the World's Most Competitive Segments**

August 31, 2008, Auburn Hills, Mich. -

The 2009 Dodge Caliber combines five-star safety ratings, value, bold styling and many clever interior innovations in one of the world's most competitive segments. Dodge Caliber appeals to up-and-coming buyers around the world who want a compact car that stands out from the crowd and gives them the flexibility to do more in terms of seating friends and storing gear. Caliber gives them Dodge attitude packaged with the versatility of a sport-utility vehicle (SUV) and the affordability and fuel efficiency of a compact car.

Three World Engine offerings (1.8-, 2.0- and 2.4-liter) provide class-leading horsepower (148, 158 and 172, respectively), as well as excellent fuel efficiency. For 2009, Dodge Caliber is available in a front-wheel-drive configuration on the SE, SXT and R/T models.

The 2009 Dodge Caliber earned the U.S. government's highest five-star frontal crash test rating for both the driver and front passenger, thanks to the vehicle's solid, high-strength steel structure and more than 25 advanced safety and security features, including standard advanced multi-stage driver and front passenger air bags, standard side-curtain air bags and a standard driver's side inflatable knee blocker. In addition, 40 percent of Dodge Caliber's body structure, when measured by body mass, is constructed of high-strength, ultra-high-strength and hot-stamped steel, which reduce weight and provide excellent impact performance.

In addition to its bold design, five-star crash rating and fuel-efficient powertrain options, the 2009 Dodge Caliber is chock full of interior features rarely found on entry-level compact vehicles. An available MusicGate Power™ Sound Group, which includes two articulating speakers packaged in the liftgate that swing down to face rearward for tailgating and other activities, is now standard on SXT Sport & R/T models.

New for 2009, uconnect tunes and uconnect gps are now available. uconnect tunes includes a 30-gigabyte hard drive for storing as many as 6,700 compressed MP3, AAC or WMA format songs and JPEG photos onto the hard drive. In addition, movies can be displayed on the screen for entertaining passengers when the vehicle is in Park. uconnect gps combines the features of uconnect phone and uconnect tunes with navigation and real-time traffic. The system includes an integrated voice recognition system and touch screen for easy operation.

An Anti-lock Brake System (ABS) is now standard on the SXT model.

To reduce noise, the 2009 Dodge Caliber's engine compartment and interior floor have added insulation, and tuning improvements have been made to the engine exhaust for a quieter ride.

### **WHAT'S NEW FOR 2009**

#### **EXTERIOR**

- Light Sandstone Metallic Clear Coat replaces Light Khaki Metallic Clear Coat
- Deep Water Blue Pearl Coat replaces Steel Blue Metallic Clear Coat
- New "Dodge" badge added to liftgate
- Body-color door handles standard on SXT models

#### **INTERIOR**

- Medium Pebble Beige carpet replaces Light Pebble Beige carpet
- New larger floor mats standard on SXT and R/T

- uconnect tunes and uconnect gps availability added
- MusicGate Power™ Sound Group standard on SXT Sport model

## **POWERTRAIN/CHASSIS**

- ABS standard on SXT model
- Engine compartment and interior floor insulation have been added, and tuning improvements have been made to the engine exhaust for a quieter ride
- Improved 2009 EPA fuel economy mpg 24/30 (city/hwy) on SE model with 1.8-liter engine and five-speed manual transaxle

## **PACKAGES**

- SE Plus Package (which includes air conditioning with Chill Zone,™ air filtering and 17-inch aluminum wheels and tires)
- Premium Sound Group (which includes leather-wrapped steering wheel with remote audio controls, MusicGate Power™ nine-speaker sound system with Boston Acoustics Premium Sound System on SXT model)
- Driver Convenience Group (which includes compass, Electronic Vehicle Information Center [EVIC], HomeLink Universal Home Security System Transceiver, auto-dimming rearview mirror, Tire Pressure Monitoring [TPM], uconnect phone and heated seats)
- Security Group for SXT (which includes front-seat side air bags, engine oil cooler [2.0L only], trailer tow wiring harness, security alarm, daytime running lamps and ESP)
- Security Group for R/T (which includes front-seat side air bags, engine oil cooler, trailer tow wiring harness, security alarm, daytime running lamps, ESP and uconnect gps)

## **DESIGN**

Dodge Caliber is a five-door vehicle that combines a sporty coupe-like profile with the strength, stance and functionality of an SUV. Caliber's sheer surface styling commands attention and evokes attributes that define the Dodge brand: bold, powerful, capable and street smart.

The Caliber has Dodge's imprint stamped into its DNA from the grille to the tailpipe. The signature crosshair grille gives Caliber the distinct face of Dodge and defines its strong, muscular front view.

Sculpted fender forms, broad shoulders and a distinctive hood give Caliber its proud, powerful stance. Large, crystal headlamps and available fog lamps complement the Dodge grille and create an integrated look that completes Caliber's sporty appearance.

A black graphic design accent, which runs the length of the roof, melds into an integrated rear roof spoiler, creating a coupe-like visual quality from the side view. Unique glass-to-body proportions give the Dodge Caliber a tough, protective presence, and the forward sweep of the tailgate further emphasizes Caliber's sporty profile.

The rear view of the Dodge Caliber is as distinctive and powerful as the front. The black roof spoiler with integrated center high-mounted stoplamp (CHMSL) and large modular crystal taillamps fill Caliber's rear corners and provide distinct focal points of the car's rearview design. Dodge's "do more" philosophy is evident in Caliber's rear liftgate, which provides easy access to the vehicle's spacious interior.

## **ENGINEERING**

To reduce noise, the 2009 Dodge Caliber's engine compartment and interior floor have had insulation added, and tuning improvements have been made to the engine exhaust for a quieter ride.

As a compact car sold in markets around the world, the 2009 Dodge Caliber features innovative engines and transaxles that deliver world-class performance, fuel economy and refinement.

Dodge Caliber's powertrain and drive systems offer many Chrysler LLC firsts in the compact car market. Dodge Caliber is the first Chrysler vehicle to offer the full range of World Engines and a second-generation Continuously Variable Transaxle (CVT2). Dodge Caliber also is Chrysler's first compact car to offer an Electronic Stability Program

(ESP) with traction control.

Three World Engine offerings (1.8-, 2.0- and 2.4-liter) provide class-leading horsepower (148, 158 and 172, respectively). Chrysler engineers met aggressive performance and fuel-economy targets through advanced cylinder-head port and intake manifold design. Technologies in the Chrysler World Engines include dual variable valve timing (VVT) and an intake manifold design with flow control valves, both firsts for a Chrysler compact car and features typically found only on more expensive vehicles. Combined, these features produce more power, better fuel economy and smoother, quieter operation than engines without them.

Dodge Caliber's CVT2 is a second-generation CVT that Chrysler engineers calibrated for pleasing engine response and precise ratio control. An Auto Stick feature, available on the SXT model with the Sport Package and the R/T model, allows for manual control with the simulation of six stepped gears. CVT2 contributes to a fuel economy improvement of 6 percent to 8 percent compared with a traditional four-speed automatic transaxle.

## PRODUCT HIGHLIGHTS

High value, bold styling on one of the world's most competitive segments

- Dodge Caliber redefines the compact, entry-level vehicle by combining high value with bold styling and efficient, flexible attributes consistent with active lifestyles
- Dodge Caliber is the first Chrysler vehicle to offer the full range of World Engines and a continuously variable transaxle (CVT2). A 2.0-liter turbodiesel engine is available for markets outside North America
- Caliber's bold crossover style is designed for global appeal and brings more emotion into the global compact car segment

### A small car that acts big

- The Dodge Caliber appeals to buyers looking for a compact car that stands out from the crowd and gives them the flexibility to do more in terms of seating friends and storing gear
- Dodge Caliber is a five-door vehicle that combines a sporty coupe-like profile with the strength, stance and functionality of an SUV
- The Dodge Caliber's unconventional two-box design provides space-efficient packaging with great proportions, while offering high value
- Dodge Caliber's high H-point (about 4 inches higher than Dodge Neon) gives drivers a command-of-the-road seating position

### Innovative features at an affordable price

- Innovative Caliber features not typically found on a compact car include:
- Available MusicGate Power™ Sound System, a nine-speaker Boston Acoustics premium sound system with rear articulating speakers
- Available Chill Zone™ cooled-beverage storage bin
- Available removable and rechargeable cargo light
- Standard illuminated cup holder rings
- Standard center armrest with hidden cell phone/MP3 player holder
- Available 115-volt power outlet in the center console
- Standard 60/40 split fold-flat rear seats with available recline feature
- Available fold-flat front-passenger seat

### Standard safety features

- Side-curtain air bags
- Driver and front-passenger multi-stage air bags
- Inflatable knee blocker

## MODEL LINEUP

2009 Dodge Caliber SE

Standard Features

- 1.8-liter World Engine (148 horsepower [110 kW] and 125 lb.-ft. [170 N•m] of torque)
- Five-speed manual transaxle
- Side-curtain air bags
- Inflatable knee blocker
- Power rack-and-pinion steering
- AM/FM single-disc CD stereo with auxiliary audio input jack
- 12-volt power outlet
- Illuminated front cup holders
- Center console sliding armrest that moves forward 3 inches to accommodate short stature drivers
- Unique center console flip pocket for storing a cell phone or an MP3 player
- Outdoor temperature gauge
- Satin Silver PRNDL bezel and instrument panel switches
- Chrome interior door handles and lock knobs
- Flexible 60/40 split-fold rear seats
- Manual windows and locks
- Fabric seats
- Two coat hooks
- Tilt steering wheel
- Dome and cargo lights
- Carpeted load floor
- Tie-down loops in cargo area
- 15-inch wheels and tires
- Body-color grille, liftgate appliqu  and fascia
- Black door handles
- Rear wiper
- Rear defroster

#### **Optional Features**

- 2.0-liter World Engine (158 horsepower [118 kW] and 141 lb.-ft. [191 N•m] of torque)
- Second-generation CVT2 (which includes standard ABS)
- SE Plus Package (which includes air conditioning with Chill Zone,™ air filtering and 17-inch aluminum wheels and tires)
- Engine block heater

2009 Dodge Caliber SXT

#### **Standard Features**

In addition to the standard features included on the SE model, the Dodge Caliber SXT adds:

- uconnect studios Sirius Satellite Radio
- ABS
- Body-color door handles
- 60/40 rear seats that both fold flat and recline
- Fold-flat front-passenger seat
- Dual-purpose rechargeable/removable flashlight
- Map light
- Air conditioning packaged with cabin air filtration system
- Chill Zone™
- Power windows
- Power mirrors
- Power door locks
- Floor mats
- Speed control
- Stain-resistant Seat Fabric
- Illuminated entry
- Passenger assist handles

- Remote keyless entry
- 115-volt electrical outlet in the center console
- Manual seat height adjuster
- Standard black dual power mirrors
- Chrome grille
- 17-inch aluminum wheels with all-season tires
- Soft tonneau cover
- Tachometer

#### Optional Features

Available options on the Dodge Caliber SXT beyond those offered on the SE model include:

- Power sun roof
- Security Group (which includes front-seat side airbags, engine oil cooler [2.0L only], trailer tow wiring harness, security alarm, daytime running lamps and ESP)
- Driver Convenience Group (which includes EVIC, compass, HomeLink Universal Home Security Transceiver, auto-dimming rearview mirror, Tire Pressure Monitoring display [TPM], uconnect phone and heated seats)
- Sport Package (which includes Auto Stick on CVT2-equipped vehicles, fog lamps, body-color grille and a Sport Appearance Package, which includes cloth seats with colored inserts, color-keyed PRNDL and instrument panel bezels)
- Premium Sound Group (which includes MusicGate Power™ nine-speaker sound system with Boston Acoustics Premium sound system and leather-wrapped steering wheel with steering-wheel-mounted audio controls)

#### 2009 Dodge Caliber R/T

##### Standard Features

In addition to standard features on the Dodge Caliber SE and SXT, Dodge Caliber R/T models include:

- 2.4-liter World Engine with dual variable valve timing (172 horsepower [128 kW] and 165 lb.-ft. [224 N•m] of torque)
- Leather-wrapped steering wheel with radio controls
- Sport-suspension tuning
- Performance steering tuning
- Four-wheel disc brakes with ABS
- Premium cloth seats with colored inserts
- Heated front seats
- MusicGate Power™ sound system
- Boston Acoustics Premium sound group
- Color-keyed PRNDL and instrument panel bezels
- Chrome exhaust tip
- Chrome-plated bodyside moldings
- Fog lamps
- 18-inch aluminum wheels

#### Optional Features

Optional features include:

- CVT2 with Auto Stick
- 18-inch chrome-clad wheels
- uconnect phone bundled with Driver Convenience Group (which includes auto-dimming rearview mirror, compass, EVIC, HomeLink Universal Home Security System Transceiver, TPM display and uconnect phone)
- uconnect tunes
- Leather Interior Group (which includes heated leather-trimmed seats and manual driver seat lumbar adjuster)
- Security Group (which includes security alarm, daytime running lamps, ESP, uconnect gps, uconnect phone, auto-dimming rearview mirror, engine oil cooler [2.4L CVT only] and trailer tow wiring harness)

## **SAFETY AND SECURITY**

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

- Advanced Multi-Stage Air Bags
- All-speed Traction Control
- Anti-lock Brake System (ABS)
- Auto-reverse Sun Roof
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Brake Traction Control System (BTCS)
- Lower Anchors and Tethers for Children (LATCH)
- Child-protection Rear Door Locks
- Crumple Zones
- Door Alert
- Dual Load Limiting Retractors
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Enhanced Accident Response System (EARS)
- Height-adjustable Seat Belts
- HomeLink Universal Home Security System Transceiver
- Inflatable Knee Blocker
- Interior Head-impact Protection
- Knee Bolsters
- Remote Keyless Entry
- Seat Belt Pretensioners
- Security Alarm
- Sentry Key® Engine Immobilizer
- Supplemental Side Air Bags
- Supplemental Side-curtain Air Bags
- Tire Pressure Monitoring (TPM)
- uconnect phone

## **COLOR AVAILABILITY**

- Light Sandstone Metallic Clear Coat (New)
- Deep Water Blue Pearl Coat (New)
- Surf Blue
- Brilliant Black Crystal Pearl Coat
- Inferno Red Crystal Pearl Coat
- Sunburst Orange Pearl Coat
- Bright Silver Metallic Clear Coat
- Stone White Clear Coat

## **MANUFACTURING INFORMATION**

- 2009 model year production start: July 2008
- Production location: Belvidere Assembly Plant in Belvidere, Ill.
- 1.8-liter, 2.0-liter and 2.4-liter four-cylinder World Engines: Global Engine Manufacturing Assembly (GEMA) plant in Dundee, Mich.
- Five-speed manual transmission: Magna, Syracuse, N.Y.
- CVT2: Jatco, Mexico

## **MARKET POSITION**

The Dodge Caliber's bold styling and crossover design with innovative features and affordable performance will allow

buyers to be active, do more and stand out

## Demographics

Gender: 50 percent male/50 percent female

Age/Household:

- Primary: 24-34 (young singles and couples with an active lifestyle requiring a capable/versatile vehicle, but who traditionally reject conventionally styled small cars and "cute utes" as uncool)

- Secondary: 35-45 (40-something parental purchasers who want a vehicle for their children that meets the safety and cost of ownership litmus test)

Median Annual Household Income: \$45,000

Education: 35 percent college graduate

## MARKET ADVANTAGES

Dodge Caliber offers the capability and versatility of a sport-utility vehicle (SUV) combined with the affordability and fuel efficiency of an entry-level compact car. Caliber also offers many clever interior features and flexibility not typically found on a compact car in its price class, including:

- Standard side-curtain air bags on all models
- Available Chill Zone™ beverage-cooler storage bin
- Standard illuminated front cup holders
- Standard sliding armrest that flips open to hold a cell phone or MP3 player
- Available MusicGate Power™ nine-speaker Boston Acoustics premium sound system with subwoofer that includes two articulating rear speakers on the liftgate. When the liftgate is open, the speakers swing down for tailgating and other activities
- Available 115-volt outlet in the center console can power small electronics, including cell phone, MP3 player or laptop
- Auxiliary audio input jack on the standard AM/FM radio/CD player allows the music from an MP3 player to be heard through the vehicle's speakers
- Available removable/rechargeable LED flashlight mounted in the headliner
- Standard 60/40 split-folding rear seat with an available reclining rear seatback and fold-flat front-passenger seatback
- Dodge Caliber features the family of World Engines that was tested to the equivalent of 15 million customer-equivalent miles to ensure a high level of real-world reliability. The four-cylinder World Engines feature dual-camshaft variable valve timing on all three models: 1.8-liter (148 horsepower), 2.0-liter (158 horsepower) or 2.4-liter (172 horsepower)
- An estimated 24 mpg in the city and 29 mpg highway with the 1.8-liter World Engine provides great fuel economy
- Available CVT2 boosts Caliber's performance and drivability and improves fuel economy by 6 to 8 percent compared with a four-speed automatic transaxle
- Dodge Caliber's styling sets it apart in the crowded compact car sea of sameness
- The Caliber is unmistakably Dodge with a muscular hood, broad crosshair grille and large headlamps and taillamps
- The Caliber offers aggressive-looking 17- and 18-inch wheels
- The Caliber's available Sport Appearance Package allows consumers to customize their interior to a color of their choice. The Sport Appearance Package includes fog lamps, cloth seats with colored inserts, color-keyed PRNDL and instrument panel bezels

## PRODUCT CHRONOLOGY

### 2008 MODEL

- Surf Blue Pearl Coat replaces Marine Blue Crystal Pearl Coat
- Brilliant Black Crystal Pearl Coat replaces Black Clear Coat
- New Dark Slate Gray interior
- Chrome lock knobs on all models
- Interior chrome door handles on all models

- Chrome accents on heating and air conditioning knobs on all models
- Chrome accent ring on radio knobs on all models
- Chrome accents on cluster rings on all models
- SXT model adds standard 17-inch aluminum wheels, soft tonneau cover, YES Essentials® premium seat fabric, floor mats, speed control and cabin air filtration system packaged with air conditioning
- SXT Sport Package adds standard fog lamps, leather-wrapped steering wheel, steering wheel-mounted audio controls and SIRIUS Satellite radio
- R/T model adds standard heated front seats, SIRIUS Satellite Radio, MusicGate Power™ Sound Group, Boston Acoustics Premium Sound System and floor mats
- SIRIUS Satellite Radio delivers more than 130 channels of radio programming
- Engine and transmission calibrations further refined for improved drivability and reduced powertrain noise
- Popular Equipment Group (which includes power windows, window locks and remote keyless entry, soft tonneau cover, speed control and floor mats) available on SE model
- Cabin air filtration system bundled with air conditioning available on SE model
- Popular Equipment Group II (which includes leather-wrapped steering wheel, steering wheel-mounted audio controls, fog lamps and SIRIUS Satellite Radio) available on SXT model
- Premium Sound Group (which includes MusicGate Power™ sound system and Boston Acoustics Premium Sound System) available on SXT model
- Security Group (which includes Security Alarm, daytime running lamps and ESP) available on SXT and R/T models
- UConnect® bundled with Driver Convenience Group (which includes EVIC, HomeLink® universal garage door opener, automatic-dimming rearview mirror, TPM system and UConnect hands-free communication system) on SXT and R/T models

#### 2007 MODEL

- All-new for 2007 model year
- 2007 model year production began in early 2006 at the Belvidere, ILL, Assembly Plant

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