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Dodge: The Full-of-life Brand Delivers More Style, Capability and Value

March 30, 2010, New York - The Dodge brand is charging into the 2010 New York International Auto Show with its upgraded product portfolio, including new lifestyle packages designed to meet the needs of new 2010 Dodge Grand Caravan, Dodge Caliber, Dodge Avenger, Dodge Charger, Dodge Journey and Dodge Nitro model customers. In addition, the 2010 Dodge Challenger celebrates 40 years of modern muscle-car design and performance with all-new Furious Fuchsia R/T Classic and SRT8® editions at this year's auto show.

"In time for April's 'Minivan Month,' the Dodge brand is adding the new Dodge Grand Caravan Crew model, loaded with our most popular features including segment-exclusive Stow `N Go seating and storage system, iPod Control and Parkview rear back-up camera," said Ralph Gilles-President and CEO, Dodge Brand, Chrysler Group LLC. "And to maximize the unique lifestyles of our Dodge customers and large number of brand enthusiasts, the complete 2010 Dodge lineup features new lifestyle packages designed and engineered to deliver outstanding value though combinations of class-leading innovation, thoughtful features, safety, technology, more power, style and, ultimately, driving excitement."

The entire lineup of 2010 Dodge brand lifestyle packages will arrive at Dodge dealerships nationwide in the spring of 2010.

All-new Hero and Crew Models Deliver More Performance and Expressive Styling to the 2010 Dodge Grand Caravan Lineup

The Dodge Grand Caravan - the original family room on wheels with more than 26 years of unsurpassed leadership and more than 12 million vehicles sold - offers customers two new performance-focused and tech-savvy minivan models, packaged with even more features that are designed to add value and meet the different lifestyle needs of every family.

For the young family seeking convenience, utility and affordability, the all-new 2010 Dodge Grand Caravan Hero features a powerful 3.8-liter V-6 engine with 197 horsepower (147 kW) and a six-speed Auto Stick transmission. Based on the Dodge Grand Caravan SE model, the new Hero model adds more standard equipment, including the minivan-first Stow `N Go® seating-and-storage system, 16-inch aluminum wheels, Electronic Stability Control (ESC), power-adjustable heated mirrors, side-curtain air bags, tri-zone climate control, sunscreen glass, power second- and third-row vents, roof rack, Satin Silver center bezel, leather-wrapped steering wheel and shifter knob, steering-wheel-mounted audio controls, six-speaker sound and SIRIUS Satellite Radio. Entertainment Group I, which features a 9-inch overhead DVD screen, Media Center™ 430 touch-screen radio with 30-gigabyte hard drive and Parkview® rear back-up camera, also is available.

With more power, 17 city / 25 highway miles per gallon (mpg) fuel economy label and a vast array of technology features, the all-new 2010 Dodge Grand Caravan Crew model targets customers looking for next-level performance, technology, style and value. The Dodge Grand Caravan Crew model includes a 251 horsepower (189 kW) aluminum 4.0-liter engine, six-speed Auto Stick transmission, 17-inch aluminum wheels, minivan-first power-sliding doors and power liftgate, segment-exclusive Stow `N Go seating and storage system, Media Center 430 touch-screen radio with 30-gigabyte hard drive and Parkview™ rear back-up camera, iPod® Control, auto-dimming rearview mirror, SIRIUS Satellite Radio, leather-wrapped steering wheel and shift knob, steering-wheel mounted audio controls, power-adjustable pedals, chrome crosshair grille and exterior accents, and fog lamps. Uconnect™ Phone with voice commands and the innovative Entertainment Group II, with segment-exclusive second- and third-row 9-inch DVD screens also are available.

New 2010 Dodge Charger Models: More Power, Value and Refinement

Delivering more excitement, functionality and value, the 2010 Dodge Charger offers several all-new packages

targeted at individual customer lifestyles and upgraded with more popular customer features, including available all-wheel-drive capability at a more affordable price.

The new Dodge Charger 3.5 model gives customers looking for style, convenience and affordability a slew of standard features, including a 24-valve 3.5-liter V-6 engine, ESC, Anti-lock Brake System (ABS), all-speed traction control, SIRIUS Satellite Radio and chromed crosshair grille.

For customers looking for more all-weather capability and value, the 2010 Dodge Charger 3.5 AWD includes all the standard features of the rear-wheel-drive model and adds an advance all-wheel-drive system. The Dodge Charger's all-wheel-drive system features an active transfer case and exclusive front-axle disconnect for maximum efficiency. No other major manufacturer offers these two independent technologies together. The unique system seamlessly transitions between rear-wheel drive and all-wheel drive with no driver intervention. When all-wheel drive is not required, the system automatically disconnects the front axle to maximize fuel economy, while still delivering the outstanding performance and handling inherent in rear-wheel drive.

Delivering solid performance, handling and utility, the all-new 2010 Dodge Charger Rallye model gives customers who require efficiency, more aggressive styling and improved on-road handling than the model it replaces. The all-new Dodge Charger Rallye includes a 3.5-liter V-6 engine, touring-tuned suspension, 18-inch aluminum wheels, rear sway bar and rear deck-lid spoiler. For even more style, 20-inch chrome-clad aluminum wheels with P245/45R20 Goodyear Eagle RS-A all-season performance tires are available.

For customers who want even more comfort and convenience with great tunes, the all-new Rallye Chrome & Leather package includes all the features of the Dodge Charger Rallye model and adds Royale leather seats, 18-inch chrome-clad aluminum wheels, power leather-trimmed heated front seats, leather-wrapped steering wheel and shift knob, dual-zone automatic temperature control, automatic headlamps, express-up/down front windows and Boston Acoustics six-speaker system with 276-watt Digital Signal Processing (DSP) amplifier. All-wheel drive with active transfer case and front-axle disconnect is available.

With its performance, handling, technology and legendary 5.7-liter HEMI® V-8 engine with fuel-saving Multi-displacement System (MDS) technology, the new 368 horsepower (274 kW) 2010 Dodge Charger R/T is the very definition of an authentic, modern, muscle sedan. New standard equipment in the Dodge Charger R/T includes the Media Center 430 touch-screen radio with 30-gigabyte hard drive for media storage, iPod Control, Uconnect Phone for hands-free calling, auto-dimming rearview mirror and rear deck-lid spoiler. Available options include 20-inch chrome-clad aluminum wheels with all-season performance tires and Dodge Charger's exclusive all-wheel-drive system with active transfer case and front-axle disconnect.

For the customer who demands power and technology with premium audio, the new 2010 Dodge Charger with R/T Chrome & Tunes package includes the equipment from the Dodge Charger R/T and adds 18-inch chrome-clad wheels, security alarm, Electronic Vehicle Information Center (EVIC), "Fuel-saver Mode" display, steering-wheel-mounted audio controls, HomeLink universal transceiver, remote start, LED-illuminated cup holders and door map pockets, and a 5.1-channel Boston Acoustics eight-speaker audio system with 368-watt Digital Signal Processing (DSP) amp. Available options include 20-inch chrome-clad aluminum wheels with all-season performance tires and Dodge Charger's exclusive all-wheel-drive system with active transfer case and front-axle disconnect.

With 372 horsepower (277 kW) and 400 lb.-ft. (542 N•m) of torque, the R/T Super Track Pak handling package adds maximum driving excitement to the popular R/T Road & Track package and includes 20-inch Goodyear Eagle F1 Super Car tires, front and rear Nivomat self-leveling shock-absorbers, a larger rear-stabilizer bar, a 3.06 rear-axle ratio and less-intrusive ESC.

Furious Fuchsia Celebrates Four Decades of Dodge Challenger Performance

Two of the wildest and rarest 2010 Dodge Challenger special editions will soon be available to Dodge fans and collectors to commemorate 40 years of Dodge Challenger performance: the 2010 Dodge Challenger R/T Classic and Challenger SRT8 Furious Fuchsia editions. With Furious Fuchsia Pearl Coat exterior paint and all-new Pearl White leather performance seats, these limited-edition Dodge Challengers deliver the best of modern American muscle-car characteristics - unmistakable design, world-class handling, powerful HEMI V-8 engines and technology - now in one of the most significant hues.

Based on the powerful 2010 Dodge Challenger R/T, the Dodge Challenger R/T Classic Furious Fuchsia edition features dual throwback A-line body-side R/T stripes in Matte Black or Bright White. Completing the look are "Challenger" fender badges in classic script, large 20-inch polished-aluminum heritage wheels with all-season performance tires, classic egg-crate grille with heritage "R/T" badge, body-color rear spoiler, functional hood scoop and bright racing style fuel-filler door.

On the interior, the trapezoidal theme of the door panel and gauge cluster, dark headliner and slanted shifter console are inspired by the original Dodge Challenger. Inspiration from the past continues with exclusive Pearl White performance seats accented with Dark Slate Gray and Furious Fuchsia French-seamed stitching as a factory-installed option. Monotone Dark Slate Gray leather performance seats and center console armrest with Furious Fuchsia accent stitching are standard.

When paired with the Tremec six-speed manual transmission, the 2010 Dodge Challenger R/T Classic Furious Fuchsia edition includes the performance-minded Track Pak with precision-shift "pistol-grip" shifter, anti-spin 3.92 differential and a performance-tuned dual exhaust with two low-restriction bottle resonators for maximum "throatiness." And when it's time to deliver, the Furious Fuchsia R/T Classic can accelerate from 0-60 mph in less than 6 seconds with its powerful 376 horsepower (280 kW) and 410 lb.-ft. of torque (556 N•m) 5.7-liter HEMI V-8 engine.

The 400 ultra-exclusive 2010 Dodge Challenger SRT8 Furious Fuchsia versions deliver even more punch with a 6.1-liter HEMI V-8 engine - with engine block lacquered in original HEMI Orange paint - producing 425 horsepower (317 kW) and 420 lb.-ft. (569 N•m) of torque, performance-tuned ride and handling, benchmark braking and race-inspired interior with unique SRT-designed appointments.

The limited-production Dodge Challenger SRT8 in Furious Fuchsia is based on the 2010 Dodge Challenger SRT8 and features several standard equipment upgrades, including all-new Pearl White leather SRT performance seats with Furious Fuchsia accented stripe, unique 20-inch SRT forged-aluminum wheels with Satin Black accents, serialized dash plaque indicating the limited production series of 400 and retro-inspired chromed quad-exhaust tips.

New 2010 Dodge Journey Models: More Capability, Value and Refinement
Delivering more excitement, functionality and value, the 2010 Dodge Journey SXT with the Crew package includes upgraded features to give customers everything they need at a value they can afford.

A true family vehicle loaded with comfort, premium amenities and refinement-the new 2010 Dodge Journey Crew adds even more features to the already well-equipped Dodge Journey SXT model, including the 5+2 Flexible Seating Group for seven-passenger seating, automatic climate control, premium gauge cluster, SIRIUS Satellite Radio, auto-dimming rearview mirror, remote start, Electronic Vehicle Information Center (EVIC), HomeLink universal transceiver and six premium speakers with subwoofer. In addition to its 3.5-liter V-6 engine with six-speed Auto Stick transmission, the Dodge Journey Crew package features 19-inch chromed aluminum wheels with all-season tires and performance-tuned suspension. MSRP for the 2010 Dodge Journey Crew is $27,495 (including $675 destination).

For luxury-minded customers who want it all, the Dodge Journey R/T now adds even more standard capability and comfort with the leather-trimmed 5+2 Flexible Seating Group for seven-passenger seating and rear-zone climate control. MSRP for the 2010 Dodge Journey R/T is $28,470 (including $675 destination).

All six-cylinder Dodge Journey models offer all-weather AWD capability with an Electronically Controlled Coupling (ECC) for instant torque transfer to the rear wheels when needed. The ECC delivers up to 50:50 front/rear torque bias for maximum all-weather traction.

The 2010 Dodge Journey is a 2010 Top Safety Pick according to the Insurance Institute for Highway Safety (IIHS).

2010 Dodge Caliber: All-new Interior and New Model Lineup
The Dodge Car brand's compact car gets an all-new refined interior for 2010. Executed with premium materials and detailed craftsmanship, Caliber has an all-new instrument panel design that features a more integrated look and improved ergonomics.

New for 2010 are an additional cubby storage space, center storage bin, larger climate controls and seamless

passenger airbag cover. Bright Satin Silver accents add contrast to Dodge Caliber's interior design, while chromed accents brighten heating, ventilation and air conditioning (HVAC) vents, shift bezel, door handles and cluster rings. New door-trim panels and center console with armrest split-lid feature padded soft-touch materials for improved passenger comfort.

In addition, the new 2010 Dodge Caliber features new lifestyle-oriented models (Express, Mainstreet, Heat, Uptown and Rush) bundled with more features.

For customers looking for efficiency and value, the new 2010 Dodge Caliber Express includes many useful customer-focused features, including standard Uconnect Phone, iPod Control, auto-dimming rearview mirror, SIRIUS Satellite Radio, power windows, mirrors and locks, 115-volt power outlet, cruise control, remote keyless entry, tonneau cover, air conditioning, four-wheel Anti-lock Brake System (ABS) and 2.0-liter 16-valve World Engine with fuel-efficient five-speed manual transmission capable of 31 mpg on the highway. MSRP for the 2010 Dodge Caliber Express is $17, 510 (including $630 destination).

The new Dodge Caliber Mainstreet offers the features of the Dodge Caliber Express with added capability and style featuring standard 17-inch aluminum wheels, chromed crosshair grille, body-color door handles, fog lamps, folding front-passenger seat, 60/40 split-folding and reclining rear seat, touring suspension, tachometer and 2.0-liter 16-valve World Gas Engine with second-generation Continuously Variable Transmission (CVT2). MSRP for the 2010 Dodge Caliber Mainstreet is $18,690 (including $630 destination).

For customers looking for capability combined with added technology and refinement, the new Dodge Caliber Uptown adds automatic climate control, heated front seats, five-passenger leather seating, power driver's seat and four-wheel Anti-lock disc Brakes (ABS) to the Caliber Mainstreet. The Premium Sound Group kicks-up the tunes with the MusicGate Power™ nine-speaker Boston Acoustics system, steering-wheel mounted audio controls and two articulating liftgate speakers. MSRP for the 2010 Dodge Caliber Uptown is $20,625 (including $630 destination).

Compact car buyers looking for a sportier ride have two options from which to choose. The all-new Dodge Caliber Heat model takes the Caliber Mainstreet model and adds a sport-tuned suspension, 18-inch polished-aluminum wheels, four-wheel Anti-lock disc Brakes (ABS), performance steering, color-keyed instrument panel and seats, B- and C-pillar blackout accents and five-speed manual transmission. MSRP for the 2010 Dodge Caliber Heat is $18, 625 (including $630 destination).

And for more power, Dodge Caliber Rush includes a unique five-speed manual transmission mated to a larger 2.4-liter World Gas Engine with 172 horsepower (128 kW) and 165 ft.-lb. (224 N•m) of torque. Equipment differences from the Caliber Heat include 18-inch chrome-clad wheels, SRT-designed spoiler, automatic climate control, Premium Sound Group, Media Center 430 radio with touchscreen and 30-gigabyte hard drive. A CVT2 with Auto Stick is optional. MSRP for the 2010 Dodge Caliber Rush is $20,625 (including $630 destination).

All-new Dodge Nitro Model Lineup Gives More Bang for Your Buck

The Dodge Nitro lineup has been revised and renamed for 2010, offering new exterior and interior styling and new standard features and safety and security equipment for 2010. These new models (Heat, Detonator and Shock) provide Nitro customers with more standard content and style with 20-inch aluminum wheels, sunscreen glass and monochromatic exterior paint.

The all-new 2010 Dodge Nitro Heat adds to the previous entry-level model with 20-inch aluminum wheels, body-color grille with bright billets, sunscreen glass and monochromatic exterior paint. The quality-proven 3.7-liter V-6 engine delivering 210 horsepower (157 kW) and 235 lb.-ft. (319 N•m) of torque is available in 4x2 and 4x4 models. MSRP for the 2010 Dodge Nitro Heat 4x2 is $22,340 (including $750 destination).

The Dodge Nitro Detonator packs a punch with 23 percent more horsepower and 12 percent more torque than the Dodge Nitro Heat model. With its standard aluminum 4.0-liter overhead cam V-6 engine, the Nitro Detonator delivers 260 horsepower (194 kW) and 265 lb.-ft. (359 N•m) of torque to the road with a five-speed automatic transmission. The new Dodge Nitro Detonator model features 20-inch platinum-clad aluminum wheels, eight premium speakers with subwoofer, remote start and Parksense® rear-park assist. MSRP for the 2010 Dodge Nitro Detonator 4x2 is $26, 500 (including $750 destination).

The Dodge Nitro Shock adds unique 20-inch aluminum premium-painted wheels, heated leather seats and a sun roof to the Nitro Detonator model. MSRP for the 2010 Dodge Nitro Shock 4x2 is $27,500 (including $750 destination).

The new 2010 Dodge Nitro lineup is now available in nine exterior colors, including Detonator Yellow Clear Coat (late availability).

New 2010 Dodge Avenger Express Model Is Loaded With Value

The new 2010 Dodge Avenger Express model enhances the sedan's aggressive Dodge styling, adds to its innovative interior features and continues to deliver high levels of reliability and excellent fuel efficiency of 30 miles per gallon (mpg) on the highway.

The all-new Dodge Avenger Express model delivers even more customer value with a wide array of standard features. This new model bundles many popular customer convenience features including power driver's seat, heated premium cloth seats, heated exterior mirrors, leather-wrapped steering wheel and shift knob, chromed interior accents, Media Center 430 radio with touchscreen and 30-gigabyte hard drive, steering-wheel mounted audio controls, six speakers, 17-inch aluminum wheels, chromed crosshair grille and 2.4-liter World Gas Engine with automatic transmission. MSRP for the 2010 Dodge Avenger Express is $21,970 (including $740 destination).

The 2010 Dodge Avenger equipped with ESC is a 2010 Top Safety Pick according to the IIHS.

The Ultimate American Performance Car Icon: Dodge Viper SRT10

For the final year of production for the current-generation Dodge Viper SRT10, Dodge plans to deliver a vehicle lineup like no other since the introduction of the iconic American sports car in 1992.

The heart of the 2010 Dodge Viper SRT10 remains the venerable 8.4-liter (510 cu. in.) V-10 engine that produces 600 (450 kW) horsepower and 560 lb.-ft. (760 N•m) of torque. Benchmark performance numbers, including 0-60 mph in less than 4 seconds, quarter-mile time in the mid 11-second range and 0-100-0 mph in 11 seconds flat and a top speed of 202 mph, continue to prove how the serious, race-inspired, street-legal two-seater performs without apology. Body style offerings remain unchanged with the availability of Roadster and Coupe models along with the ACR (American Club Racer) package. Production began in March, and approximately 500 vehicles will be built for the 2010 model year.

With the introduction of two new exterior colors-Toxic Orange Pearl Coat and Bright Silver Metallic Clear Coat-Dodge Viper SRT10 is now available in 12 different colors, the most regularly available choices in one model year. And with six stripe options in the new wider configuration, five different interior color combinations, four different wheel choices and three available interior bezels; the 2010 Viper SRT10 will be available in more than 7,600 combinations-the most for any one model year-significantly adding to the exclusivity of each car like never before.

New across the Viper lineup is a shorter fifth-gear ratio (changing from 0.74 to 0.80) for improved high-speed acceleration and higher straightaway speeds. Acceleration from 0-200 mph has improved by 14 seconds. This improvement is a direct result of the Chrysler Group LLC Street and Racing Technology team's experience at the 12.9-mile Nürburgring Nordschleife circuit in Germany, where during the lap-record run in 2008, it was found that a revised gear ratio would have resulted in higher top gear acceleration and a quicker lap time.

Viper SRT10 ACR

The Dodge Viper SRT10 ACR receives a new short-throw shifter in 2010 for enhanced driver experience and better performance. The rear wing profile and end plates are redesigned to further optimize the vehicle aerodynamics and improve rear yaw downforce. These changes, combined with the new fifth-gear ratio, result in an increase to the top speed of 4 mph (to 184 mph for the ACR model).

The enhanced four-wheel independent suspension features high-performance aluminum control arms and knuckles, and KW suspension with two-way adjustable competition coil-over shock absorbers with remote reservoirs.

The aerodynamic package features a carbon fiber "fanged" splitter in front and adjustable carbon-fiber wing with seven-position stanchions that allow as much as 1,000 lbs. of downforce at 150 mph. Lightweight wheels, two-piece slotted StopTech brake rotors and Michelin PS Cup tires round out the Dodge Viper ACR package.

New Special, Limited-edition Dodge Viper Models

Numerous special, limited-edition models are planned for the 2010 model year, including the Dodge Viper ACR 1:33 Edition, which will pay tribute to the new production car lap record set on Nov. 24, 2009 at Laguna Seca raceway. The unique two-tone Black Clear Coat/Red Clear Coat exterior color scheme on this model is the opposite form of the original Viper ACR. Interior features include piano black console bezels with red gauge highlights complemented with red accent stitching in the seats. Only 33 cars will be produced as 1:33 Edition Viper ACR models.

Additional special edition models will be announced closer to their individual introductions.

About Dodge

Dodge is a full line of cars, SUVs and MPVs that are agile, daring, sensible and inventive. The product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10.

Dodge introduced two new vehicles for the 2009 model year: the all-new 2009 Dodge Journey, the brand's first crossover vehicle and the 2009 Dodge Challenger, a modern-day American muscle car. Dodge also celebrated the 25th anniversary of the minivan during the 2009 model year. With more than 65 minivan-firsts introduced since 1983 and more than 12 million Dodge and Chrysler minivans sold, Chrysler Group LLC has solidified its leadership in the segment. J.D. Power and Associates further acknowledged this leadership by naming the Dodge Grand Caravan the Most Dependable Van for 2009. The 2010 Dodge Grand Caravan continues to set the mark in the minivan segment with unsurpassed fuel economy of 17 city / 25 highway mpg and minivan-first innovations including the segment's only Stow 'n Go® and Swivel 'n Go® seating and storage systems. The 2010 Dodge Journey and 2010 Dodge Avenger (with ESC) also earned the 2009 Top Safety Pick rating from the IIHS.

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