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## **New 2011 Dodge Journey Voted “Family Car of Texas” at the Texas Auto Writers Association “Spring Roundup”**

- More than 50 automotive journalists from around the United States evaluated more than 50 vehicles from multiple manufacturers before voting on the Family Car of Texas award
- New 2011 Dodge Journey gives families clever features, a spirited driving performance, excellent fuel economy and the safety and entertainment features that make the travels of life more enjoyable
- With a starting U.S. Manufacturers Suggested Retail Price of \$22,995 and models to fit almost every lifestyle or budget, the 2011 Dodge Journey is available in front-wheel drive or all-wheel-drive and offers 5- or 7-passenger seating configurations

May 2, 2011, Auburn Hills, Mich. - The totally revamped 2011 Dodge Journey is the proud winner of the 2011 “Family Car of Texas.” The Texas Auto Writers Association (TAWA) bestowed the honor after more than 50 journalists had the chance to get behind the wheel and drive the Journey at the group’s annual Spring Roundup May 2 at the Texas Motor Speedway in Fort Worth.

“Voters were impressed with the new 2011 Dodge Journey; it seems that the folks at Dodge have thought of everything to make traveling with the family an enjoyable experience,” said Michael Herzing, President – TAWA and publisher of LetsTalkWheels.com. “From the hidden storage under the front passenger seat cushion to the new Uconnect Touch multi-media center to the beautiful new interior and the impressive driving experience, the Dodge Journey wowed us with its performance and versatility.”

For 2011, Dodge takes what was good and makes it better. The Dodge Journey receives a major overhaul with a completely redesigned and retuned suspension, the new 3.6-liter Pentastar V-6 engine that delivers 283 horsepower and 260 lb.-ft. of torque, along with excellent fuel economy of up to 25 miles per gallon on the highway, and a gorgeous new interior. And that’s not all. Owners will feel like they have the world at their fingertips with the Journey’s available touchscreen command center, Uconnect® Touch.

“The Dodge Journey will wear the ‘Family Car of Texas’ award like a badge of honor,” said Ralph Gilles, President and CEO, Dodge Brand. “The entire team at Dodge is thrilled that journalist and customers who get behind the wheel of the new Journey are experiencing the excellent driving experience and striking new interior that’s been a labor of love for our team.”

TAWA has been holding their annual Spring Roundup for more than 7 years. This year, more than 50 vehicles competed for seven different Writers’ Choice Awards.

### **About the Dodge Journey:**

An Insurance Institute for Highway Safety (IIHS) “Top Safety Pick” in 2011, the Dodge Journey reasserts itself as a competitor to watch in the mid-size CUV segment with a beautifully upgraded new interior, technology that keeps families connected and a major overhaul to the suspension delivering an exhilarating driving experience. The 2011 Journey is packed with value and style.

The Dodge Journey offers clever features, versatile 5- or 7-passenger seating options and best-in-class storage solutions including: second-row seats with Tilt ‘n Slide feature, fold-flat front seat with Flip ‘n Stow storage under the seat cushion, integrated child booster seats in the second row, second- and third-row stadium seating, second-row in-floor storage bins with washable liners, removable, rechargeable LED flashlight, four 12-volt power points, 115-volt

150-watt power inverter, remote start, illuminated cup holders and many other innovative features that families appreciate.

The safety and security features customers expect abound in the new 2011 Dodge Journey, an IIHS "Top Safety Pick," including electronic stability control with traction control and brake assist, side-curtain airbags in all rows, front seat-mounted side air bags, ParkSense® rear park assist system, ParkView® rear back-up camera, four-wheel anti-lock disc brakes, available all-wheel drive, active head restraints, driver's side inflatable knee blocker and LATCH child seat anchors.

The 2011 Dodge Journey treats drivers to an energetic, fun-to-drive experience. Dodge engineers re-engineered the suspension geometry, added new, improved premium tires and redesigned the steering for a more precise and coordinated response. In addition, the new Pentastar V-6 engine mated to a six-speed automatic transaxle delivers 283 horsepower and 260 lb.-ft. of torque, a 20 percent boost in power compared with the V-6 engine it replaced, along with improved fuel economy. The front-wheel-drive Dodge Journey is rated by the EPA at 17 mpg city and 25 mpg highway.

The 2011 Dodge Journey has a starting U.S. Manufacturer's Suggested Retail Price of \$22,995 and is available in four different configurations: Dodge Journey Express, Dodge Journey Mainstreet, Dodge Journey Crew, and Dodge Journey R/T.

#### **About Dodge brand**

Dodge is a full line of cars, crossovers, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

For the 2011 model year, the Dodge brand is filling dealer showrooms with a vast array of new and updated products. The Dodge product line includes the all-new Dodge Durango and Dodge Charger, significantly revamped Dodge Grand Caravan, Dodge Journey, Dodge Avenger and Dodge Challenger, and the Dodge Caliber and Dodge Nitro.

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