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## **Dodge Sprinter Leads Commercial Van Market in Innovation, Versatility and Performance**

**Note: The following information pertains to the 2006 Dodge Sprinter. Information regarding the 2007 model will be available at a later date.**

August 31, 2006, Auburn Hills, Mich. -

The benchmark in its class, Dodge Sprinter van and chassis cab models continue to revolutionize the commercial market for light- and medium-duty vehicles, setting the bar for innovation, versatility and performance in the full-size van segment. Whether as a cargo van, passenger van or chassis cab, the Dodge Sprinter provides tremendous flexibility, value and cost-of-ownership benefits, including the segment's best fuel performance of 25 miles per gallon (mpg).

*"With market-leading fuel efficiency and the most class-leading attributes, Dodge Sprinter's unique versatility, value and low cost of ownership have made it the vehicle of choice for a host of commercial customers," said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. "Not only is Dodge Sprinter the best commercial van on the market, it's the foundation for the growing Dodge commercial vehicle lineup."*

Dodge Sprinter is available in three wheelbases (118, 140 and 158 inches) and two roof heights (64 and 73 inches). For a host of vocations, Dodge Sprinter's distinctive adaptability is ideal for parcel delivery, utility operators, shuttle services, commercial landscaping, ambulance and emergency services, mobile workshops, catering and RV use.

*Tom Loveless, Director – Dodge Marketing and Global Communications: "Dodge Sprinter's fuel-efficient turbo diesel engine, nearly vertical cargo walls, two roof heights, three wheelbases and a long list of best-in-class claims make it the most versatile full-size van on the market."*

The Dodge Sprinter excels among its competition and offers the most best-in-class advantages, including cargo capacity (473 cu. ft.), maximum payload (4,824 lbs.), lowest side step-in height (17 inches), best-in-class turning diameter (36.7 inches), best-in-class interior compartment accessibility and widest rear-door opening (270 degrees). Both cargo and passenger high-roof models allow passengers who are 6 feet tall to stand upright inside the cabin.

Powered by a premium 154-horsepower (115-kW), 2.7-liter, five-cylinder, common-rail direct injection (CDI) turbo diesel engine, the Dodge Sprinter continues to be the most fuel-efficient vehicle in its class. With a driving range of 660 miles on a single tank of fuel that is five to nine gallons smaller than the competition, Sprinter's overall fuel efficiency, low ownership costs and extended maintenance intervals continue to lead the segment in U.S. and international markets.

Boasting a unibody construction design that reduces curb weight and maximizes payload capacity, the ergonomically designed Dodge Sprinter cab provides 360-degree viewing for both the driver and passenger. Reinforcing Chrysler Group's unwavering commitment to safety, Dodge Sprinter provides commercial customers the highest level of safety and security technology available in the full-size van segment.

### **"WHAT'S NEW FOR 2007"**

#### **Models**

- Information regarding the 2007 Dodge Sprinter will be available at a later date.

#### **PRODUCT HIGHLIGHTS**

- Dodge Sprinter continues to be the most fuel-efficient vehicle in its class. With market-leading fuel performance of 25 miles per gallon, Dodge Sprinter has a driving range up to 660 miles on a single tank of fuel.

- With an ergonomic design, the Dodge Sprinter cab provides 360-degree viewing for both the driver and passenger. It is available in three wheelbases – 118, 140 and 158 inches – and two roof heights, allowing for up to 73 inches of interior stand-up height.
- Dodge Sprinter cargo van has best-in-class payload (4,824 lbs.) and best-in-class cargo capacity (473 cubic feet). Seating up to five people, it can also store a variety of equipment, including a workbench, tools and storage cabinets.
- Dodge Sprinter passenger van has seating for up to 10 people. Similar to the cargo van, its full-size rear doors open to a class-leading 270 degrees. It boasts a best-in-class low side step-in height of 17 inches.

## **MODEL LINEUP**

### **2006 Dodge Sprinter**

#### **Passenger Van**

- One Gross Vehicle Weight (GVW) rating (8,550 lbs.)
- Three wheelbases (118, 140 and 158 inches)
- Two interior roof heights (64 inches and 73 inches)
- Two seating configurations accommodating eight or 10 passengers
- Model series: 2500

#### **Cargo van**

- Two GVW ratings (8,550 lbs. and 9,990 lbs.)
- Three wheelbases (118, 140 and 158 inches)
- Two interior roof heights (64 inches and 73 inches)
- Model series: 2500 and 3500

#### **Chassis cab**

- One GVW rating (10,200 lbs.)
- Two wheelbases (118, 140 and 158 inches)
- One interior roof height (64 inches)
- Cutaway (fleet only)
- Model series: 3500

#### **Standard Equipment**

- Advanced multi-stage air bags
- Air conditioning with automatic temperature control
- Alternator – 90 amp
- Axle ratio – 3.72
- Battery – 100 amp
- Brakes – four-wheel, anti-lock system
- Cooler – auxiliary transmission oil
- Defroster – rear window (passenger and cargo vans)
- Doors – right sliding
- Doors – rear hinged (270-degree opening)
- Electronic Stability Program (2500 models)
- Engine – 2.7-liter I-5 Mercedes-Benz Turbo Diesel
- Floor covering front – rubber
- Floor covering rear – rubber (passenger van), wood (cargo van)
- Fuel tank – 26.4 gallons
- GVW rating 2500 cargo and passenger vans – 8,550 lbs.
- GVW rating 3500 cargo van – 9,990 lbs.
- GVW rating 3500 chassis cab – 10,200 lbs.
- Headlamps – halogen
- Heater booster
- Mud flaps – front and rear

- Radio – AM/FM/cassette
- Seating – eight passengers (118-inch wheelbase)
- Seating – 10 passengers (140- and 158-inch wheelbases)
- Seats – cloth buckets
- Seats – reclining front
- Tachometer
- Tires – 195/70R15 black sidewall (BSW) all-season (3500 GVW cargo van DRW)
- Tires – 225/16R16 BSW all-season (2500 GVW cargo and passenger vans, chassis cab DRW)
- Tires – 225/70R15 all-season (118-inch wheelbase cargo and passenger vans)
- Traction control
- Transmission – five-speed automatic
- Wheels – 15-inch x 6-inch steel (118-inch wheelbase and 3500 cargo van)
- Wheels – 16-inch x 6-inch steel (140- and 158-inch wheelbase, and 3500 chassis cab)

#### **Optional Equipment**

- Accessory group
- Air conditioning – rear, heavy-duty (N/A on chassis cab)
- Alarm – rear backup
- Alternators – 115 amp, 150 amp, 200 amp
- Auxiliary battery
- Auxiliary belt drive
- Auxiliary front heating group
- Auxiliary rear heat exchanger prep (N/A on chassis cab)
- Axle ratio – 4.11
- Body electrical prep (chassis cab only)
- Cargo partitions (cargo van only)
- Chromed trim – front fascia
- Comfort seating group
- Convenience group
- Daytime running lamps – headlamps
- Delete right sliding door (cargo van only)
- Delete taillamps (chassis cab only)
- Door – left sliding (cargo van only)
- Fascia – rear, gray, with step pad (N/A on chassis cab)
- Fog lamps
- Glass – sunscreen (passenger van only)
- Headlamp washers
- Heated seat – driver and passenger
- Heater – rear, auxiliary (N/A on chassis cab)
- High-idle function
- Hitch – 5,000 lbs. receiver (part of trailer tow group)
- Maintenance group
- Parabolic mirrors
- Power convenience group
- Radio – AM/FM/CD
- Rear back-up warning system (N/A on chassis cab)
- Seats – first-row rear bench, three passengers (cargo van only)
- Seats – luxury bucket, driver (cargo van only)
- Seats – premium cloth buckets (passenger van only)
- Side mirror extension
- Speed control
- Step – wide metal, rear (cargo van only)
- Sun roof – manual, tilting (standard roof)
- Tow hook – rear (N/A on chassis cab)
- Trailer tow group

- Wheels – 16-inch x 6-inch aluminum (N/A on chassis cab)
- Window – fixed in roof (cargo van only)
- Window – left and right side, front, sliding (passenger van only)
- Window groups (cargo van only)
- Windshield – heated with rain sensor

## **SAFETY AND SECURITY**

Please refer to the [Safety Glossary](#) for descriptions of the following available features:

- Acceleration Skid Control
- Cruise control
- Advanced multi-stage air bags
- Anti-lock brake system
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Crumple Zones
- Electronic Brake Distribution
- Electronic Stability Program
- Front crush sensors
- Front stabilizer bar
- Heated windshield with rain sensor
- Lower Anchors and Tethers for CHildren (LATCH)
- ParkSense® Rear Back-up System
- Remote keyless entry
- Seat belt pretensioners
- Security Alarm
- Three-point lap-shoulder belt
- Unibody construction

## **COLOR AVAILABILITY**

The color palette for the 2006 Dodge Sprinter consists of 18 finishes, more than any other full-size van. Available colors include:

- Amber Red Metallic
- Arctic White
- Black Blue
- Black Gray
- Brilliant Blue
- Brilliant Silver Metallic
- Calcite Yellow
- Carbon Black Metallic
- Flame Red
- Graphite Metallic
- Hyacinth Blue
- Jasper Blue Metallic
- Jet Black
- Orchid Green
- Piedmont Red
- Silver Gray
- Steel Blue
- Stone Gray

## **MANUFACTURING INFORMATION**

- 2006 model year production start: September 2005
- Production location: Düsseldorf, Germany with final assembly (cargo vans and chassis cabs) in Gaffney,

S.C.

- 2.7-liter, five-cylinder CDI turbo diesel engine: Mannheim, Germany
- Five-speed automatic transmission: Esslingen-Mettingen, Germany

## **MARKET POSITION**

The benchmark in its class, Dodge Sprinter van and chassis cab models, continue to revolutionize the commercial market for light- and medium-duty vehicles. The class-leading Dodge Sprinter is the latest in a growing product expansion designed to meet the expectations of commercial vehicle customers in North America.

### **Demographics / Target Customer**

#### **Small-Business Customer**

- 10 vehicles or less in fleet, including one to three vans
- Entrepreneur, independent businessperson with hands-on management style
- Wants dealer to be his one-stop shopping point (i.e., van, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers (i.e., "mom- and-pop" type businesses); and service and delivery (florist, dry cleaner, package/parcel, etc.)

#### **Small-Fleet Customer**

- 10-49 vehicles in fleet, including three or more vans
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with an original equipment manufacturer's dealer commercial sales staff or with a large-fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture; utilities/government/municipalities; and service and delivery (florist, dry cleaner, package/parcel, etc.)

## **MARKET ADVANTAGES**

- Class leader in fuel economy, versatility and performance
- Excels among its competition, and offers the most best-in-class advantages when comparing full-size vans
- Best-in-class cargo capacity (473 cu. ft.)
- Highest maximum payload (4,824 lbs.)
- Lowest side step-in height (17 inches)
- Best-in-class turning diameter (36.7 inches)
- Best-in-class interior compartment accessibility
- Widest rear-door opening (270 degrees)

## **PRODUCT CHRONOLOGY**

### **2006 Model Year**

- Optional ParkSense® rear back-up system
- Optional high-pressure headlamp washers
- Sprinter Cargo Van offers best-in-class cargo capacity of 473 cu. ft., optional seating for up to five people and optional cargo partition with sliding window

### **2005 Model Year**

- Sprinter Chassis Cab introduced with 10,200 lb. GVWR
- On-Board Diagnostics (OBDII)
- Identification lamps on the front of the chassis cab roof
- Preparation for a third brake light on Chassis Cab models
- 16" wheels and tires for 3500 series Chassis Cab
- Graphite Metallic paint

#### **2004 Model Year**

- Sprinter Chassis Cab introduced
- Introduction of Electronic Stability Program (ESP) as standard on 2500 models
- Heated windshield with rain sensor option
- Crew van option (cargo van with rear bench)
- Cargo van with windows all around vehicle option
- California Air Resources Board (CARB) emissions certified engine
- New 16-inch aluminum wheels
- New standard fabric for all vehicles and optional velour for passenger vans

#### **2003 Model Year**

- Initial introduction
- 2.7-liter I-5 CDI 154-horsepower turbo diesel engine
- Five-speed automatic transmission with Auto Stick
- Four-wheel disc brakes with Electronic Brake Distribution (EBD)
- Acceleration Skid Control (ASC)
- Two model types: cargo van and passenger van
- Three wheelbases: 118-inch, 140-inch and 158-inch
- Two exterior roof heights: 93.1-inch and 103.3-inch
- Two GVWRs: 8,550 lbs. and 9,900 lbs.

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