

Dodge Magnum SRT-8 Concept Vehicle Gives American Muscle All-New Proportion

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- Dodge Designers Flex Creative Muscles

When the sports car market got boring, Dodge introduced Viper.

When the passenger car market was cramped and crowded, Dodge introduced Intrepid.

When the truck market was a sea of sameness, Dodge introduced Ram. For 2003, Dodge unveils the Dodge Magnum concept, with an all-new unique profile that will add yet another dimension to the company's new 'sports tourer' segment.

Whether it's cars, trucks, minivans or sport-utility vehicles, Dodge designers have a well-earned reputation for flexing their creative muscles and putting head-turning vehicles on the road.

"Consistent with the bold, in-your-face philosophy of the Dodge brand, our design objective with Dodge Magnum was to break away from the pack," said Trevor Creed, Senior Vice President, Design, DaimlerChrysler. "With a rear-wheel-drive architecture and a HEMI® engine inside, we created yet another package with proportions unlike any other in the marketplace."

A Chiseled, Cut Interior

Dodge Magnum's long hood and clean, sweeping roofline hint at the performance and power underneath the exterior of this concept vehicle. Deep-dish wheels push out of massive wheel arches and combine with a large grille to visually plant the Magnum on the road.

"This noble, powerful design appears as if chiseled from a metal ingot, building on the powerful presence of the new Dodge Ram truck," said Creed. "Magnum is pure Dodge. It is substantial, with every element having a purpose."

Dodge Magnum sports a bold front grille and machined aluminum accents that reveal unmistakable Dodge DNA. Complementing the bold grille, Dodge Magnum's fascia features large openings with high-intensity discharge fog lamps.

Above, high-intensity discharge headlamps are pushed to the corners of the front fascia, reinforcing Dodge Magnum's solid stance. Featuring four detailed, machined aluminum high-intensity discharge projectors, these headlamps connote precision while illuminating the bold face of Dodge. The park and turn lamp is created by a thin amber neon line below each of the projectors.

Muscular 20-inch wheels make room for serious brake hardware and high-performance tires. These deep-dish split five-spoke wheels are wider at the rear of the Dodge Magnum to help transfer power to the road.

The long hood accentuates its rear-wheel drive configuration and underscores the new look of Dodge. The low glass-to-body ratio gives Dodge Magnum SRT-8 a protective appearance, while giving the vehicle an unmistakable road presence. Brushed aluminum body-side moldings are simple yet accent the serious nature of the vehicle. Thick, bold door handles are integrated and easy to grip.

An unusually large cargo opening is created by hinging the top of the rear gate midway between the C- and D-pillars. Surrounding the cargo gate, the rear taillamps are pushed to the corners to maximize functionality while accentuating the vehicle's wide stance. A large, protective rear bumper tops dual exhaust pipes, emphasizing Dodge Magnum's HEMI V-8 performance.

Bold, Flexible Interior

"Dodge Magnum's interior delivers on the promise of the exterior making a strong statement with machined aluminum accents, tunneled gauges and drilled pedals which complement a spacious, leather interior," said Creed. "And in a time when people are used to the flexibility and taller seating packages of sport-utility vehicles, Dodge Magnum seating is raised two-and-a-half inches compared to our current passenger cars and also offers spacious cargo capacity and flexibility."

Dodge Magnum's flexible, spacious interior is richly finished in Dark Slate Gray leather with Ochre accents. The instrument panel and door trim feature Dark Slate and Pearl Slate two-tone treatments that work together to give Dodge Magnum a luxurious but serious driver environment. Three brushed aluminum spokes radiate from an aluminum Ram's head in the center of the steering wheel, with the vertical spoke replicating the exterior wheel's split spoke.

Four competition-style instrument gauges with machined aluminum accent rings are tunneled-in similar to those found on Dodge Viper. The Dodge Magnum also features Viper-inspired racing-style drilled aluminum pedals.

The center stack features a navigation system, with switches for heated seats located on either side of the central ash receiver.

The 60/40 split rear seats stow in the floor and feature a fold-out armrest. The flexible rear cargo area features an upper floor to create a flat-load floor with the rear seats stowed in the forward position. Storage on both sides of the floor offer deep pockets rearward of the wheels. A small, removable cooler docks into an electrical connector on the left side of the compartment to keep items cold.

"As with all of our concept cars, rest assured we'll capture the pure emotion and spirit of the Dodge Magnum concept in the production version that we will introduce in 2004," said Creed.

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