

## **Dodge Expands its Presence in Paris**

- All-new Dodge Avenger concept vehicle is revealed at the "Mondial de l'Automobile" in Paris
- Dodge Caliber spearheads the Dodge brand's global expansion
- Dodge Caliber SRT4 brings benchmark performance at a great price
- New Dodge Nitro ignites the mid-size sport-utility market

September 27, 2006, Paris -

Dodge is putting the muscle behind the brand's expansion in volume markets outside North America with an all-new concept vehicle and three production models that clearly deliver the four key attributes of the Dodge brand: bold, powerful, capable and street smart.

The Dodge Avenger concept hints at the next-generation global D-segment vehicle from Dodge. The Dodge Caliber, Dodge Caliber SRT4 and Dodge Nitro are tangible proof of the Chrysler Group product offensive and the great potential for the Dodge brand in international markets.

### **Dodge Avenger Concept**

Dodge is looking to spin the global D-segment with the all-new Dodge Avenger concept – a bold, styling statement that does away with the idea that a functional mid-size car is automatically boring. Avenger's Dodge-branded styling makes a definite statement in the D-segment, commanding attention and evoking the brand's key attributes.

The Dodge Avenger concept will appeal to car buyers around the world who need the practicality, functionality and fuel efficiency of a mid-size sedan, but want more, including a vehicle with pizzazz that stands out and makes a statement. Avenger's bold Dodge styling, innovative features and solid performance would allow them to do just that.

For more information on the Dodge Avenger concept, please refer to the Dodge Avenger press kit on the Chrysler Group Media Site.

### **Dodge Caliber**

The all-new Dodge Caliber is a new slant on the C-segment, combining great value for money with bold styling and utility. The Caliber will appeal to customers around the world who want Dodge attitude packaged with capability and versatility, plus high fuel efficiency.

Dodge Caliber offers a state-of-the-art 2.0-litre turbo diesel engine, as well as three World Engine petrol power units with dual Variable Valve Timing (VVT). The Caliber also features a second-generation Continuously Variable Transaxle (CVT) for the 2.0-litre petrol engine – the first application of CVT for the Chrysler Group.

Dodge Caliber's cabin provides comfortable seating for the driver and up to four passengers, plus room for all their gear. Its sporty coupe-like profile – combined with the strength, stance and functionality of a sport-utility vehicle – commands attention and evokes the attributes that define the Dodge brand.

Dodge Caliber, available in both left- and right-hand drive, started to arrive in markets outside North America in the second quarter of 2006. Proof of its success is the fact that, within just a few months after its launch, Caliber was the second best-selling Chrysler Group vehicle outside North America for the month of August.

### **Dodge Caliber SRT4**

Chrysler Group's Street and Racing Technology (SRT) group takes its ultimate-performance reputation to new heights with the introduction of the all-new Dodge Caliber SRT4.

This "hot hatch" is powered by a 2.4-litre turbocharged World Engine that delivers 223 kW (303 hp DIN), 352 Nm

(260 lb.-ft.) of torque and a 0-100 km/h acceleration time of approximately six seconds. The engine is mated to a Getrag six-speed manual transaxle.

In addition to true “tuner car” performance, the Dodge Caliber SRT4 showcases all five key aspects that define SRT: exterior styling that resonates with the brand image, race-inspired interiors, world-class ride and handling characteristics across a dynamic range, benchmark braking and standout powertrains.

For Europe and other markets outside North America, the Dodge Caliber SRT4 will be available beginning in late 2007.

#### **Dodge Nitro**

Dodge is spicing up the mid-size sport-utility market with the introduction of the all-new Dodge Nitro – the brand’s first mid-size SUV and a vehicle whose bold and aggressive styling matches its dynamic performance.

Buyers searching for a vehicle with “attitude” will be able to choose from a range of petrol and diesel engines in markets outside North America. Nitro offers space, functionality and flexibility, as well as fuel efficiency and value.

The new Dodge Nitro boasts excellent overall performance, plus a variety of safety, security and convenience features. This mid-size SUV comes to Europe and other international markets, in both left- and right-hand drive, starting in the spring of 2007.

#### **Dodge Brand**

Dodge sold more than 1.4 million vehicles worldwide in 2005. With a U.S. market share of 7 per cent, Dodge is the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. The Dodge global portfolio includes a range of cars, trucks, minivans and SUVs. In calendar year 2005, Dodge sold 10,722 units in limited markets outside North America, an increase of 19 per cent over 2004.

Dodge Caliber spearheaded the Dodge brand’s expansion into volume markets outside North America in 2006, and it will be followed by the Dodge Nitro and the high-performance Dodge Caliber SRT4 in 2007. Strong Caliber sales continued in August as the vehicle marked its third full month of availability outside North America. A total of 6,900 Caliber units were sold in international markets through August, and the Caliber became the number two-selling model for the month of August (with 2,365 units).

“The expansion of the Dodge brand into our key volume markets outside North America allows us to increase volume while leveraging our established dealer network and distribution structure,” said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. “Dodge also appeals to a different type of customer than Chrysler and Jeep®, and its global expansion will contribute to our sustainable, profitable growth.”

By adding the Dodge brand to its international portfolio, Chrysler Group aims to achieve 1.4 per cent market share in Western Europe by 2009 – more than doubling Chrysler Group’s share in 2005 of 0.6 per cent. European consumer research has identified a segment of potential buyers who align themselves with the Dodge brand’s core values. Research also indicates that no single brand leads this segment, creating opportunity for the Dodge brand to grow the Chrysler Group business internationally, while maintaining its unique brand identity.

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