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All-new 2007 Dodge Nitro — Not to be Mistaken for Any Other Sport-utility Vehicle on the Market

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To better understand a new product, sometimes it helps to know what it is not. Take the all-new 2007 Dodge Nitro, for example.

Nitro is not another mid-size sport-utility vehicle with sleep-inducing styling. Instead, the bold styling and masculine swagger of Dodge (think Viper, Ram, Magnum and Caliber) is hot-wired into Nitro, inside and out.

The Dodge Nitro is not stuck on its handsome good looks. It's also functional. Nitro's spacious interior has room for five passengers, innovative cargo features, and the seating and storage flexibility to handle the needs of people and their gear.

The Dodge Nitro is not afraid to get frisky. The R/T model* — with its 4.0-liter SOHC V-6 engine, performance suspension and 20-inch chrome-clad aluminum wheels and performance tires — will have drivers using "sporty" and "SUV" in the same sentence.

With more than 25 safety and security technologies, the Dodge Nitro is no stranger to the importance of safety.

Nitro is not timid about using technology, either. In fact, it's very intuitive. The Dodge Nitro is well-versed in digital entertainment and communication technologies, including MP3, CD, DVD, USB, VES (for Video Entertainment System), and a new one, [MyGIG™ Multimedia Infotainment System](#). MyGIG allows customers to use touch screen or voice commands to control all of Nitro's entertainment and communication technologies, and includes a 20-gigabyte hard drive where music and photos can be stored.

Finally, Dodge Nitro is not afraid of globe-trotting. It enters overseas markets in the summer of 2007, and will be available with an all-new 2.8-liter common rail diesel engine.

"The 2007 Dodge Nitro is going to heat up the mid-size SUV market by giving consumers a quality vehicle with masculine good looks, exceptional performance, unsurpassed utility and features that will surprise and delight," said George Murphy, Senior Vice President – Global Marketing, Chrysler Group.

The Dodge Nitro is the first-ever mid-size sport-utility vehicle from Dodge, complementing the brand's lineup, which now consists of passenger cars, minivans, trucks, commercial vehicles, a full-size SUV and police vehicles. In addition to Dodge Nitro R/T, the two other models offered in the United States are the Dodge Nitro SXT and Dodge Nitro SLT.

Design

The styling of the 2007 Dodge Nitro gives the mid-size SUV market something it hasn't had since — well — forever: the bold, powerful, street-smart attitude of Dodge.

Dodge Nitro owes its masculine appearance to a number of elements: the signature Dodge crosshair grille with its three-dimensional ram's head, prominent fender flares, substantial body size and high beltline. Even the exterior mirrors and door handles are brawny. The wheels of the Nitro are pushed to the corners, reinforcing the performance and capability of the vehicle. Those wheels, by the way, can be imposing: 20-inch chrome-clad wheels and tires can be had in the U.S. on the SLT model (optional), and the R/T model (standard).

On the inside, Dodge Nitro has supportive, comfortable and attractive seats. The front passenger seat folds flat, while the reclining rear seats fold 60/40.

Across from Nitro's beefy four-spoke, leather-wrapped steering wheel is a three-pod, four-gauge instrument panel. The gauges are black with gray and white graphics and orange pointers, creating a look of technical precision.

Storage is plentiful. The center console has room for hand-held PDAs, cell phones or coins; there are driver- and passenger-side door compartments; and a map pocket behind the driver's seat. The LOAD 'N GO™ floor is a new innovation. This sliding panel holds up to 400 pounds and is ideal for loading and unloading packages and other items. A reversible molded cargo load floor, durable and washable, is standard on the Dodge Nitro SXT.

Engineering

The powertrain and chassis options on the 2007 Dodge Nitro are tuned to provide customers with power, performance, controlled braking and handling, and a smooth, car-like ride.

- The performance-oriented, 260 hp, 4.0-liter, single-overhead-cam (SOHC) V-6 is an enhanced version of the 3.5-liter engine used in prior Chrysler Group vehicles. The 4.0-liter engine is standard on the Dodge Nitro R/T model
- The 3.7-liter SOHC V-6 engine, with its 210 hp, provides the 2007 Dodge Nitro with a standard engine that is efficient, durable and smooth. The engine has been refined to enhance low-speed torque while providing a smooth idle and minimal engine noise. Plus, a new exhaust gas recirculation valve helps increase fuel economy. The 3.7-liter V-6 is standard on the Dodge Nitro SXT and Dodge Nitro SLT models
- The Dodge Nitro features a new coil-spring independent front suspension and an all-new five-link, coil-spring rear suspension. Performance-oriented drivers will want the new performance suspension optional on the Nitro SLT models equipped with 20-inch wheels and standard on the Nitro R/T. Dodge Nitro SXT and SLT with 16- and 17-inch wheels feature a sport suspension that delivers responsive handling with a comfortable ride
- Three transmissions are offered on the Dodge Nitro: a six-speed manual transmission on SXT, a four-speed automatic on SXT and SLT and a five-speed automatic on R/T
- Nitro is available in both two-wheel- and four-wheel-drive models
- The 2007 Dodge Nitro was designed and engineered under the Chrysler Development System (CDS), the comprehensive, coordinated and disciplined product creation process that improves quality and speed-to-market while reducing costs and encouraging practical innovation in new products

Safety

Dodge Nitro has a full range of active and passive safety systems. Among the vehicle's standard equipment are Electronic Stability Program, Electronic Roll Mitigation, All-speed Traction Control, Brake Assist, Advanced Anti-lock Brakes and Side-curtain Air Bags.

Technology

Dodge Nitro is a rolling platform for some of the latest entertainment and communication technology available in the automotive industry.

Chrysler Group is the only company in the U.S. offering a completely integrated audio, navigation, entertainment and hands-free communication system. The MyGIG Multimedia Infotainment System has the capability of downloading photos and music to a hard drive from a CD, DVD or USB memory device. All these functions can be controlled through voice commands and utilizing a touch screen.

Video Entertainment System (VES) enables rear passengers to enjoy movies, music and external audio/video devices. For example, the system will play DVDs, WMAs, MP3s and audio and video CDs.

SIRIUS Satellite Radio provides U.S. customers with 125 channels including 100 percent commercial-free music, sports, news, talk, entertainment, traffic and weather. And the UConnect® Hands-free Communication System uses Bluetooth® technology to provide wireless communication between the customer's compatible mobile phone and the vehicle's on-board receiver.

Manufacturing

The 2007 Dodge Nitro will be built using Chrysler Group's modern production process, called the Flexible Manufacturing Strategy (FMS). FMS allows the company to produce a higher quality product, faster, for lower cost. At the core of the new manufacturing process is the heavy use of robots at the Toledo (Ohio) North Assembly Plant,

where Nitro will be manufactured.

Dodge Brand

With nine new vehicles launched in just two years, Dodge, the Chrysler Group's best-selling brand, continues its product offensive for the 2007 model year.

With 1.4 million vehicles sold globally in 2005, Dodge is the No. 5 nameplate in the U.S. automotive market. Overall, Dodge has a 7 percent market share in the United States. In the minivan market, Dodge has a 19 percent market share; in the truck market, 16 percent; and 4 percent of the car market.

The Dodge showroom is loaded with new vehicles including Charger, Caliber, Nitro, Ram Mega Cab, Ram 1500, Ram 3500 Chassis Cab, Charger SRT8 and Viper SRT10 Coupe.

Dodge Goes Global

In 2005, Dodge sold 10,722 units outside North America, an increase of 19 percent from 2004.

Dodge continues to expand into international markets for the 2007 model year. More than 90 percent of Chrysler Group dealers in Western Europe will distribute and sell Dodge vehicles.

* Late availability

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