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## **“Super-sized” 2008 Dodge Sprinter Offers More Choices, Features, Versatility, Safety and Innovations**

August 31, 2007, Auburn Hills, Mich. - Maintaining its position as the market's top-performing full-size van, the 2008 Dodge Sprinter has been “super-sized” offering more choices, features, versatility and innovations including a choice of two premium engines – a 3.0-liter V-6 diesel or 3.5-liter V-6 gas engine.

The 2008 Dodge Sprinter is available in three vehicle lengths (233, 273 and 289 inches) on two wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang. It also boasts three interior roof height options: standard (65 inches), high (76 inches) and mega (84 inches) – the most among full-size vans.

“Reinventing how business gets done, the 2008 Dodge Sprinter delivers world-class quality, capability and performance, along with the most safety features and class-leading advantages in the full-size van segment,” said Michael Accavitti, Director – Dodge Brand & SRT Marketing and Communications, Chrysler LLC.

The 2008 Dodge Sprinter has the most class-leading attributes including best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to seven feet) and widest rear-door opening (270 degrees). Its pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches.

Delivering more than 25 advanced safety and security features – most in the full-size van segment, standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and Adaptive ESP for improved functionality and safety.

### **"WHAT'S NEW FOR 2008"**

- Standard 12-passenger seating including new emergency exit window
- Standard four-seat rear bench for cargo vans
- Electronic sliding door for both cargo and passenger vans
- Window prep without glass package for cargo vans
- Standard roof for 3500 cargo van
- Higher maximum payload (5,649 lbs.)
- Parametric Special Module (PSM) prep standard on all models
- Front swivel bucket seats for all models
- Five identification roof lamps (late availability)

### **DESIGN**

A striking combination of decisive and durable design, with its signature cross-hair grille and bold styling, the 2008 Dodge Sprinter is unmistakably a Dodge. Showcasing a uniquely distinctive and dynamic appearance, from its enhanced unibody frame to huge sliding doors and state-of-the-art windows, the 2008 Dodge Sprinter offers convenience, safety and security in a workspace that has been optimized to provide enhanced comfort, ergonomics and functionality.

### **ENGINEERING**

A consistent showcase of engineering excellence, Sprinter models have earned a global reputation for innovation, superior performance and manufacturing superiority. Meeting all federal emissions standards, two low-emission engines enable the 2008 Dodge Sprinter to effortlessly meet the stringent power requirements needed to support a

host of commercial applications.

Dodge Sprinter's high-performance 3.0-liter V-6 turbo diesel engine boasts 154 horsepower (115 kW) and maximum torque of 280 lb.-ft. (380 N•m) at 1,200 to 2,400 rpm. An available 3.5-liter V-6 high-performance gas engine distributes a maximum output of 254 horsepower (190 kW) at 5,900 rpm and maximum torque of 250 lb.-ft. (340 N•m) at 2,500-5,000 rpm. Both engines deliver impressive power and a refined, smooth-running driving experience.

All 2008 Dodge Sprinter models are equipped with a standard five-speed automatic transmission providing effortless shifting and maximum smoothness, well-spaced ratios, long service life and high fuel economy. Superior fuel economy along with oil change intervals of 10,000 miles contributes to low maintenance costs.

## PRODUCT HIGHLIGHTS

2008 Dodge Sprinter boasts expanded versatility and offers more choices and features

- Dodge Sprinter offers three vehicle lengths on two wheelbases of 144 inches or 170 inches, or 170 inches extended with 15-inch longer rear overhang — the longest wheelbase in the segment
- Three interior roof height options: standard (65 inches), high (76 inches) and mega (84 inches) — most among full-size vans
- Choice of 3.0-liter V-6 diesel engine with 154 horsepower (115 kW) or 3.5-liter V-6 gas engine with 254 horsepower (190 kW)
- Three different Gross Vehicle Weight Rating (GVWR) configurations including maximum GVWR up to 11,030 lbs. for cargo vans and chassis cabs
- With increased interior size (up to 84 inches), mega-roof models provide up to seven feet of interior work space
- Standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and Adaptive ESP for improved functionality and safety capability

Dodge Sprinter delivers the segment's best overall value and most best-in-class advantages

- Low operating costs and class leader in versatility and operating performance
- Best-in-class cargo capacity (up to 600 cubic feet) and interior compartment accessibility
- Highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), interior roof height (up to seven feet) and widest rear door opening (270 degrees)
- Pallet-friendly cargo sliding door offers best-in-class loading width of 51 inches
- Unmatched upfit-friendly design for market's only full-size van specifically designed for commercial customers
- Market-leading residual value expected to continue, further setting Sprinter's residual leadership apart from competitive vans

Leadership in safety and innovations set new benchmark in commercial van segment

- Highest level of safety technology available in the full-size van segment
- Adaptive ESP takes electronic stability programs to the next level. This system determines the mass and the center of gravity allowing Adaptive ESP to intervene with even greater sensitivity and precision in crucial situations, and includes load adaptive control and electronic roll mitigation
- Three-point lap/shoulder belts (height adjustable for driver and front passenger) and headrests for all seats
- Advanced multi-stage driver and front-passenger air bags
- Available supplemental side-curtain and thorax air bags
- Available heated windshield with light and rain sensor
- Available ParkSense® Front and Rear Park Assist System
- Automatic adjusting headlamps
- Available high-density headlamps with high-pressure headlamp washing system
- Unique Cargo Protection load-securing and lashing rail system
- Unibody construction

## **2008 DODGE SPRINTER LINEUP**

### **Passenger wagon**

- One GVW rating (8,550 lbs.)
- Two wheelbases (144 and 170 inches)
- Two interior roof heights (65 inches and 76 inches)
- One seating configuration for diesel models (12-passenger)
- Four seating configurations for gas models (7-, 9-, 10- or 12-passenger)

### **Cargo van**

- Three GVW ratings (8,550 lbs., 9,990 lbs. and 11,030 lbs.)
- Two wheelbases (144 and 170 inches)
- Three interior roof heights (65 inches, 76 inches and 84 inches)
- Three body lengths (233, 273 and 289 inches)

### **Chassis cab**

- One GVW rating (11,030 lbs.)
- Two wheelbases (144 and 170 inches)

### **Standard equipment**

- 100-amp battery
- 12-passenger seating
- 16-inch wheels
- 180-amp alternator
- 215/85R16 BSW all-season tires (3500 models)
- 245/75R16 BSW all-season tires (2500 models)
- 25-gallon fuel tank
- 3.0-liter V-6 Mercedes Benz turbodiesel engine
- Adaptive ESP
- Advanced multi-stage air bags
- Air conditioning with auto temp control
- AM/FM CD radio
- Auxiliary heater
- Auxiliary transmission oil cooler
- Axle ratio – 3.9
- Cloth bucket seats
- Five-speed automatic transmission
- Floor covering front – rubber
- Floor covering rear (wagon – rubber, cargo van – wood)
- Four-wheel ABS
- Front and rear mud flaps
- GVW rating 2500 cargo van, passenger wagon – 8,550 lbs.
- GVW rating 3500 cargo van – 9,990 lbs. or optional 11,030 lbs.
- GVW rating 3500 chassis cab – 11,030 lbs.
- Halogen headlamps
- Optimized storage concept with numerous storage facilities
- Power locks
- Power windows for driver and front-row passenger
- Rear-hinged doors (270-degree opening)
- Reclining front seats
- Right sliding door
- Roof – standard
- Roof rails on cargo vans (standard and high roof only)
- Seat belts

- Tachometer
- Tilt- and height-adjustable steering wheel
- Tire Pressure Monitoring (2500 only)
- Tow hook – rear (N/A on chassis cab)
- Traction control
- Triple-flash function signal lights
- Warning chimes (headlamps on)
- Wide-angle mirrors with turn signals

#### Optional equipment

- 16 x 16.5-inch aluminum wheels
- 220-amp alternator
- 3.5-liter V-6 gas engine
- 4.11 axle ratio
- Accessory group
- Air conditioning – rear, heavy duty (N/A on chassis cab)
- Auxiliary battery
- Auxiliary belt drive for alternator
- Auxiliary belt drive for refrigeration compressor
- Auxiliary front heating group
- Auxiliary rear heat exchanger prep (N/A on chassis cab)
- Back-up camera prep (late availability)
- Body electrical prep (chassis cab only)
- Bulkhead partition (no opening, window or sliding door)
- Cargo group
- Cargo panels
- Cargo partitions (cargo van only)
- Cargo tie-down rail system
- Cell phone preparation
- Chrome trim – front fascia
- Cold climate comfort group
- Comfort seating group
- Contractor group
- Convenience group
- Cooling group
- Crew van group
- Daytime running lamps
- Delete passenger-side sliding door (cargo van only)
- Delete taillamps (chassis cab only)
- Driver-side sliding door (cargo van only)
- Fascia – rear gray, w/step pad (N/A on chassis cab)
- First-row bench seat, three-passenger (cargo van only)
- Fog lamps
- Glass - sunscreen (passenger van only)
- Headlamp washers
- Heated seat – driver/passenger
- Heater – rear, auxiliary (N/A on chassis cab)
- High-density bi-xenon headlamps with automatic range adjustment
- High idle function
- Idle control
- Luxury bucket driver seat (cargo van only)
- Multi-functional steering wheel with integrated convenience switches/buttons
- Paneling
- ParkSense® Front and Rear Park Assist System
- Rear back-up alarm

- Rear back-up warning system (N/A on chassis cab)
- Rear window wash/wipe system (passenger and cargo van models)
- Roof – high (76 inches) or mega (85 inches)
- Roof rails for passenger vans
- Security alarm
- Security group
- Side mirror extension
- Sidewall lashing rails
- Six-disc CD changer radio
- Speed control
- Step – wide metal, rear (cargo van only)
- Sun roof – manual, tilting (standard roof)
- Swivel seats
- Thorax air bags and window air bags
- Trailer tow group
- Window – fixed in roof (cargo van only)
- Window groups (cargo van only)
- Windshield – heated with rain sensor
- Windshield rain and light sensor

## **SAFETY AND SECURITY**

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

- “Add-Light” System with Cornering Light Function
- Acceleration Skid Control (ASC)
- Adaptive ESP
- Advanced Multi-stage Air Bag System
- Anti-lock Brake System (ABS)
- BeltAlert
- Bi-xenon High-density Headlamps
- Brake Assist
- Cargo Protection Load-securing and Lashing Rail System
- Constant Force Retractors (CFR)
- Electronic Brake Distribution (EBD)
- Electronic Roll Mitigation (ERM)
- Energy-absorbing Steering Column
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- LATCH (Lower Anchors and Tethers for CHildren)
- Load Adaptive Control (LAC)
- Multi-function Steering Wheel
- ParkSense® Front and Rear Park Assist System
- Rain and Light Sensor
- Roll Movement Intervention
- Seat Belt Pretensioners
- Security Alarm
- Three-point Seat Belts
- Tire Pressure Monitoring (TPM) System (2500 models)
- Understeering Control

## **COLOR AVAILABILITY**

Twenty colors are available for the 2008 Dodge Sprinter — more color choices than any other full-size van. Available colors include:

- Amber Red Metallic
- Aqua Green
- Arctic White
- Black Blue
- Black Gray
- Brilliant Blue
- Brilliant Silver Metallic
- Calcite Yellow
- Carbon Black Metallic
- Flame Red
- Graphite Gray
- Graphite Metallic
- Hibiscus Red
- Jasper Blue Metallic
- Jet Black
- Silver Gray
- Steel Blue
- Stone Gray
- Vanda Blue
- Velvet Red

## **MANUFACTURING INFORMATION**

- 2008 model production start: September 2007
- Production location: Düsseldorf and Ludwigsfelde, Germany with final assembly (cargo vans) in Ladson, S.C. Sprinters for Canada are imported through Halifax, Nova Scotia
- 3.0-liter six-cylinder CDI Turbo Diesel Engine: Mannheim, Germany
- 3.5-liter six-cylinder gas engine: Mannheim, Germany
- Five-speed automatic transmission: Esslingen-Mettingen, Germany

## **MARKET POSITION**

The 2008 Dodge Sprinter is targeted at commercial customers who want to take the performance of their commercial vehicle and business "to the next level." They recognize the unmatched value of the Dodge Sprinter beyond anything that the current domestic field offers from a quality, practicality, comfort and safety point of view. The 2008 Sprinter will enable Dodge to further define the new commercial standard.

## **DEMOGRAPHICS / TARGET CUSTOMER**

### **Small-Business Customer**

- Ten vehicles or less in fleet including one to three vans
- Entrepreneur, independent business person with hands-on management style
- Wants dealer to be the one-stop shopping point of purchase (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, and package / parcel, etc.)

### **Small Fleet Customer**

- Ten to 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 OEM dealer commercial sales staff or large fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers / wholesalers; agriculture / farming; utilities / government /

municipalities; and service and delivery (florist, dry cleaner and package / parcel, etc.)

#### Large Fleet Customer

- 50 or more vehicles in operation
- Independent manager with reliable support staff (on and off-site)
- Makes or recommends all fleet purchase decisions
- Buys large quantities annually
- Maintains rigid fleet maintenance records and repair schedules
- Works with large OEM fleet representative for vehicle purchases
- Outsources fleet maintenance or has fleet facility on site
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers / wholesalers; agriculture / farming; utilities / government / municipalities; and service and delivery (florist, dry cleaner and package / parcel, etc.)

#### MARKET ADVANTAGES

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- Three interior roof height options: standard (65 inches), high (76 inches) and mega (84 inches) — most among full-size vans
- Choice of 3.0-liter V-6 diesel engine with 154 horsepower (115 kW) or 3.5-liter V-6 gas engine with 254 horsepower (190 kW)
- Three different Gross Vehicle Weight Rating (GVWR) configurations including maximum GVWR up to 11,030 lbs. for cargo vans and chassis cabs
- With increased interior size (up to 84 inches), mega-roof models provide up to seven feet of interior work space
- Standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and Adaptive ESP for improved functionality and safety capability

Dodge Sprinter delivers the segment's best overall value and most best-in-class advantages

- Low operating costs and class leader in versatility and operating performance
- Best-in-class cargo capacity (up to 600 cubic feet) and interior compartment accessibility
- Highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), interior roof height (up to 7 feet) and widest rear door opening (270 degrees)
- Pallet-friendly cargo sliding door offers best-in-class loading width of 51 inches
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- Advanced multi-stage driver and front-passenger air bags
- Available supplemental side-curtain and thorax air bags
- Available heated windshield with light and rain sensor
- Available ParkSense® front and rear Park Assist system
- Automatic adjusting headlamps

- Available high-density headlamps with high-pressure headlamp washing system
- Unique Cargo Protection load-securing and lashing rail system
- Unibody construction

## **PRODUCT CHRONOLOGY**

### **2007 Model Year**

- All-new 2007 Dodge Sprinter introduced
- “Super-sized” Sprinter offers more choices, features, versatility and innovations than ever
- Choice of two all-new premium engines – a 3.0-liter V-6 diesel or 3.5-liter V-6 gas engine
- Increases in width (two inches), interior height (11 inches), exterior height (13 inches), cargo area length (19 inches), vehicle length (30 inches), cargo volume (127 cu. ft.) and towing capacity (2,500 lbs.)
- Three vehicle lengths (233, 273 and 289 inches) on two new wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang
- Three interior roof height options: standard (65 inches), high (76 inches) and new mega (84 inches) – the most among full-size vans
- Most class-leading attributes including best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to 7 feet) and widest rear-door opening (270 degrees)
- New pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches
- More than 25 advanced safety and security features – most in the full-size van segment
- New standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height- adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and all-new ADAPTIVE ESP® for improved functionality and safety

### **2006 Model Year**

- Optional ParkSense® rear park assist 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-inch 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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