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## **Dodge Brand Announces Pricing for New 2011 Model Line-up: Designed to Pleasantly Surprise Customers**

- Six all-new or significantly updated Dodge vehicles to fill dealer showrooms for 2011 model year
- New Dodge vehicles priced competitively with loads of features that deliver a surprising value
- All-new 2011 Dodge Durango has a starting U.S. Manufacturer's Suggested Retail Price of \$29,195: all-new 2011 Dodge Charger starts at \$25,170

November 1, 2010, Auburn Hills, Mich. -

Dodge today announced pricing for its new 2011 model year lineup, and with competitive pricing, new powertrains, new driving dynamics and all-new interiors, customers looking for fun-to-drive, fuel-efficient vehicles designed for performance with a nice dose of attitude will also be pleasantly surprised at the tremendous value they're getting.

"When you walk into a Dodge dealership, you won't believe your eyes," said Ralph Gilles, Dodge brand President and CEO, Chrysler Group LLC. "Our Dodge line-up, including the all-new 2011 Dodge Durango and Charger, as well as the Journey, Grand Caravan, Avenger and Challenger, is either totally new or significantly updated. All are loaded with premium standard features. And the icing on the cake: customers will have plenty of room left in the budget to customize with some goodies from Mopar."

New 2011 Dodge vehicles will start arriving in dealerships in December, just in time for the holidays.

### **2011 Dodge Durango - A three-row performance SUV**

Dodge is putting the 'sport' back into the sport utility (SUV) segment with the 2011 Dodge Durango, a three-row design spacious enough to carry the entire crew and performance-tuned to thrill anyone who truly loves to drive. From its sleek exterior design and modern, spacious interior to the 50/50 weight distribution and a unibody structure that is more than 25 percent stiffer than its predecessor; the all-new Durango delivers crossover versatility, SUV capability and unexpected performance a league above its competitive class. Durango is the perfect balance of functional versatility and luxury at an outstanding value.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the all-new 2011 Dodge Durango (Rear-wheel-drive/All-wheel-drive):

Durango Express: \$29,195 / \$31,195

Durango Crew: \$33,195 / \$35,195

Durango Crew with CrewLux package: \$38,195 / \$40,195

Durango Citadel: \$41,795 / \$43,795

(All prices exclude an \$850 destination charge.)

### **All-new 2011 Dodge Charger - World-class Performance and Precision with an Iconic Soul**

With its iconic character, contemporary fastback four-door coupe proportions, world-class performance, craftsmanship and refinement, and state-of-the-art connectivity features, the all-new 2011 Charger is the Dodge brand's flagship that proudly delivers premium, world-class E-segment sedan precision at an incredible value.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the all-new 2011 Dodge Charger (Rear-wheel-drive/All-wheel-drive):

Charger SE: \$25,170

Charger SE (with Rallye Package): \$27,420

Charger SE (with Rallye Plus package): \$29,170  
Charger R/T: \$30,170 / \$32,320  
Charger R/T (with R/T Plus Package): \$32,170 / \$34,320  
Charger R/T (with Road and Track Package): \$33,170 / \$35,320  
Charger R/T (with Max Package): \$35,170 / \$37,320  
(All prices exclude an \$825 destination charge.)

### **2011 Dodge Journey Crosses Over: A Gorgeous New Spirit and a Driver's Soul**

For 2011, Dodge takes what was good with the Dodge Journey and makes it better. The Journey receives a major overhaul with a completely redesigned and retuned suspension, a new V-6 engine and a gorgeous new interior. And that's not all. Journey also features the latest and greatest in vehicle connectivity and customization with the Chrysler Group's new PowerNet electrical architecture. Owners will feel like they have the world at their fingertips with the Journey's available touch-screen command center. In addition, at 283 horsepower and 260 lb.-ft. of torque, the 2011 Dodge Journey equipped with the new 3.6-liter Pentastar V-6 engine delivers a 20 percent boost in power compared with the V-6 engine it replaces. It's mated to the smooth-shifting six-speed automatic transmission.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2011 Dodge Journey:

Dodge Journey Express: \$22,245  
Dodge Journey Mainstreet: \$24,245  
Dodge Journey Crew: \$29,240  
Dodge Journey R/T: \$28,245  
Dodge Journey Lux: \$32,740  
(All prices exclude \$750 destination charge.)

### **The Originator is Back with an All-new Attitude--The New 2011 Dodge Grand Caravan: New Heart, New Moves, New Soul**

The new 2011 Dodge Grand Caravan is a minivan with the driving dynamics of a performance sedan - and a little bit of attitude. Dodge believes that just because a driver needs the versatility of a minivan doesn't mean that the experience has to be boring. So engineers redesigned and retuned virtually every system in the new Grand Caravan's suspension. That major suspension overhaul, combined with a new V-6 engine that delivers best-in-class horsepower, gives Grand Caravan drivers a dynamic driving experience that other minivans in the segment just don't deliver. Get behind the wheel, and enjoy a driving experience once never thought possible in such a functional vehicle.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2011 Dodge Grand Caravan:

Dodge Grand Caravan Express: \$24,995  
Dodge Grand Caravan Mainstreet: \$25,995  
Dodge Grand Caravan Crew: \$28,695  
Dodge Grand Caravan R/T: \$30,595  
(All prices exclude \$835 destination charge.)

### **An All-new Dynamic for the 2011 Dodge Avenger: A Mid-size Sedan Designed, Engineered for Spirited Performance**

In addition to an all-new interior, the Dodge Avenger's "fun to drive" quotient rises exponentially for 2011 with a significantly upgraded suspension to give drivers agile, confident, handling performance in all driving situations, whether it's a spirited adventure on twisty roads or an emergency maneuver. A new and improved powertrain lineup contributes to the 2011 Avenger's driving experience. In addition to the standard re-calibrated 2.4-liter World Engine with an available 6 speed automatic transmission, Avenger customers also can opt for the new Pentastar V-6 engine mated to a six-speed automatic transmission that gives customers the best of both worlds - best-in-class 283 horsepower (an increase of 20 percent compared with the engine it replaces) and 29 miles per gallon Highway fuel economy.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2011 Dodge Avenger:

Dodge Avenger Express: \$19,245  
Dodge Avenger Mainstreet: \$21,245

Dodge Avenger Heat: \$23,745

Dodge Avenger Lux: \$23,545

(All prices exclude \$750 destination charge.)

### **New 2011 Dodge Challenger: Upgraded Performance, Handling, Style and Value**

The new 2011 Dodge Challenger delivers more of what muscle-car enthusiasts want - a more powerful and efficient engine lineup, maximum grip with an all-new performance suspension design and even more athletic styling - all executed with quality and precision. The new 2011 Dodge Challenger combines world-class ride, refinement and braking performance with more power and new track-tuned suspensions to deliver a thrilling driving experience. With its all-new 3.6-liter Pentastar V-6 engine producing 305 horsepower - 55 more horsepower than the engine it replaces - the new 2011 Dodge Challenger SE is the most powerful, refined and technologically advanced entry-level Challenger ever.

The starting U.S. Manufacturer's Suggested Retail Price (MSRP) for the new 2011 Dodge Challenger:

Dodge Challenger SE: \$24,670

Dodge Challenger SE (with "Rallye" package): \$26,670

Dodge Challenger R/T: \$29,670

Dodge Challenger R/T (with "Plus" package): \$31,170

Dodge Challenger R/T (with "Classic" package): \$32,970

(All prices exclude \$825 destination charge.)

### **Dodge Challenger SRT8 392 Delivers New Levels of Performance With Loads More Torque, Horsepower and Maximum Handling**

With the introduction of the legendary 392-cubic inch HEMI® V-8 for the street, the 2011 Dodge Challenger SRT8 392 builds on its original mantra of a rear-wheel-drive coupe that promises a balanced approach between form and function. The new 2011 Dodge Challenger SRT8 pumps out 470 horsepower and 470 lb.-ft. of torque. However, impressive straight-line acceleration is just part of the performance story, as world-class ride and handling, high-performance braking and the latest technology that delivers improved fuel efficiency, results in the newest version of the quickest coupe in the Dodge product lineup.

Dodge Challenger SRT8 392: \$42,555

(Price excludes \$825 destination charge and any applicable gas guzzler taxes.)

### **About Dodge**

Dodge is a full line of cars, minivans and SUVs that are agile, daring, sensible and inventive. The brand is on a tear for the 2011 model year, redefining itself with six all-new or significantly redesigned new vehicles, introducing new lifestyle packages designed to better meet the needs of its customers, launching catchy new ads that have started conversations with owners and potential owners, actively participating in new events and sponsorships and developing relationships with its long-loyal enthusiast base, as well as reaching out to customers who want cars that leave them wanting more.

The Dodge product line includes the Dodge Caliber, Dodge Avenger, Dodge Challenger, Dodge Charger, Dodge Grand Caravan, Dodge Journey, Dodge Nitro and Dodge Viper SRT10®. Between the end of this year and early next, the brand will fill dealer showrooms with a vast array of new and updated products. The all-new Dodge Durango will lead the charge, followed by the all-new Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger.

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