

Contact: Carrie McElwee
Eileen Wunderlich

Sweepstakes Winner Takes Home All-New 2005 Dodge Magnum RT and Named Honorary Dodge Pit Crew Member at Upcoming NASCAR Weekend

August 12, 2004, Auburn Hills, Mich. -

As the Dodge Premiere 2004 Sweepstakes winner, Matthew Wise of Tucson, Ariz., will have the ultimate transportation to a once-in-a-lifetime NASCAR weekend. Wise will soon be driving in an all-new 2005 Dodge Magnum RT and picking up pointers from professional drivers while he and a guest attend a special NASCAR weekend as honorary pit crew members.

Wise was selected at random from more than 90,000 sweepstakes entries and was one of the four million consumers invited to June 17 Dodge Premiere Night events at dealerships nationwide for a look at the all-new 2005 Dodge Magnum RT. Attendees were also given the opportunity to speak with Dodge drivers from NASCAR's NEXTEL Cup Series via a satellite broadcast into dealerships coast to coast.

"Before attending Dodge Premiere Night, I had been following the introduction of the new Dodge Magnum closely and even asked my local dealer to contact me upon it's arrival," said Matthew Wise, winner and proud new owner of a 2005 Dodge Magnum RT. "Now, not only do I own the car, but I get to fulfill one of my life-long dreams of experiencing a NASCAR race from within the Dodge pit crew."

The new Dodge Magnum RT won by Wise was one of several vehicles showcased during Dodge Premiere 2004. With rear-wheel drive and HEMI® inside, Dodge Magnum offers a package with proportions unlike any other in the marketplace. Wise and his guest will also be able to choose an upcoming NASCAR weekend to attend as special guests of Dodge and will become honorary pit crew members for the race.

"During the Dodge Premiere 2004 celebrations, millions of consumers nationwide shared in our excitement over the new Dodge line-up," said Darryl Jackson, Vice President, Dodge Marketing. "Whether it is cars, trucks or minivans, Dodge offers a full range of bold, powerful and capable vehicles."

Dodge vehicles showcased at Premiere 2004 included:

- All-new 2005 Dodge Magnum: the new shape of American muscle. With rear-wheel drive and a HEMI engine inside, Magnum is a boldly styled, muscular vehicle that delivers on-road performance and smart space to fit customers' active lifestyles.
- 2005 Dodge Grand Caravan with Stow 'n Go™ seating and storage system: the only minivan in the market with second- and third-row seats that fold into the floor. Dodge Caravan has been the minivan sales leader for more than 20 years, and with more than 15 new features available for 2005, Dodge continues its leadership in the minivan segment. With a variety of models and prices from which to choose, Dodge Caravan and Grand Caravan offer more flexibility, more safety features, a quieter ride and the most refined minivan driving experience.
- HEMI powered Dodge Durango: built bigger inside and out, the 2004 Dodge Durango lives up to the "utility" promise of sport utility-vehicles. With best-in-class power, the ability to tow 8,950 lbs. and seating for seven passengers, the broad-shouldered Durango is more powerful than ever with a HEMI engine.
- Dodge Ram: the leading truck lineup on the market, includes the Dodge Ram 1500 with legendary HEMI power, the most powerful mass production light-duty pickup on the market; the Dodge Ram SRT-10, the *Guinness Book of World Records* fastest production pickup ever; and the Dodge Ram Heavy Duty Cummins 600, the strongest pickup on the market with 600 lb.-ft of class-dominating torque.
- Dodge Dakota: delivers bold Dodge styling and full-size capability. Dakota offers best-in-class power, payload and towing capability and provides seating for six, making it the most versatile and powerful compact pickup available.

- Dodge SRT-4: feels like a "tuner" car inside and out with a turbocharged engine and a race-inspired interior. With roominess, value, high-performance driving characteristics and an earth-rattling sound system, it's practical enough for everyday driving yet capable of leading the pack on the race track.

-###-

Additional information and news from FCA US LLC are available at: <http://media.fcanorthamerica.com>