

## **Dodge Brand Launches New TV and Digital Campaign for 2012 Dodge Journey – America's Most Affordable and Versatile Mid-size Crossover; Hides Vehicles Across America for Consumers to Find and Win**

- Campaign positions Journey as the 'Search Engine for the Real World,' the perfect vehicle for adventurous people
- Journey offers best-in-class versatility and V-6 driving range, available all-wheel drive and seven-passenger seating
- 2012 Journey positioned as America's most affordable mid-size crossover at only \$18,995 MSRP
- TV spots take viewers on road trip through America, hiding three 2012 Dodge Journeys along the way
- Dodge YouTube channel, [www.YouTube.com/Dodge](http://www.YouTube.com/Dodge), features additional video clues and a 24/7 live camera on the hidden vehicles
- Giveaway runs from Sept. 10 – 27, 2011

September 8, 2011, Auburn Hills, Mich. - A new advertising campaign for the 2012 Dodge Journey that encourages people to get out and explore the world instead of just reading about it, has an added twist: a chance to win one of three Journey vehicles left hidden across America.

Television and digital spots begin Sept. 9, positioning the Dodge Journey as the "Search Engine for the Real World," the perfect vehicle for people looking for adventure, flexibility and affordability. The campaign takes viewers on a tour of some of America's most picturesque landscapes while showcasing the Dodge Journey's unrivaled versatility.

"The Dodge Journey is the 'Swiss Army knife' of vehicles," said Reid Bigland, President and CEO – Dodge Brand, Chrysler Group LLC. "America's most versatile crossover is also now the most affordable in its class, starting at \$18,995 MSRP. Part compact car, due to its affordable pricing, part SUV with available all-wheel drive, and part van with available seven-passenger seating, the Journey offers best-in-class versatility, driving range and value, allowing Journey drivers to explore all that America has to offer."

The initial 30-second TV spot, "Search Engine," shows a montage of three Dodge Journeys on various adventures across America – kayakers headed out for a trip, a group of friends on a road trip and a family ready to camp. The spot ends with the viewer being told the vehicle they've just seen headed somewhere beautiful is in fact still sitting in that final real world location waiting to be discovered. The first person to find the Dodge Journey, wins it.

In all, three vehicles are positioned in the continental United States waiting to be found, one each in the West, Midwest and East.

Subsequently, three additional TV spots – "West Coast" (debuting Sept. 10), "Midwest" (debuting Sept. 16) and "East" (debuting Sept. 23) – will each reveal details on where one of the Dodge Journey vehicles is headed and where it can be found. If viewers look close enough, in nearly every frame of each of these 30-second spots are clues to the Dodge Journey vehicle's ultimate destination. The more consumers get to know about the Dodge Journey and its features, the more clues they'll uncover about where one is waiting to be discovered.

The campaign extends to [www.YouTube.com/Dodge](http://www.YouTube.com/Dodge) as consumers unlock clues from additional videos and watch a 24/7 live camera feed of the hidden Dodge Journey vehicles. The live feed will reveal additional clues and provide consumers a chance to watch along as a lucky person discovers each of the three Dodge Journeys.

The contest ends Sept. 27.

### **About Dodge Journey**

Completely redesigned in 2011, the Dodge Journey is the only crossover in America to offer the choice of a four-cylinder or V-6 engine, five- or seven-passenger seating and front- or all-wheel drive. Journey also treats all of its passengers to premium soft-touch materials on the inside and an available 283 horsepower Pentastar V-6 with best-in-class driving range and up to 25 mpg highway. Add in segment-exclusive second-row in-floor storage bins and hidden storage within the front passenger seat and you have a vehicle that can take you anywhere as you explore all that America has to offer.

The Dodge Journey gets a new simplified model lineup for 2012 and adds an American Value Package with a starting U.S. MSRP of \$18,995, which makes it the most affordable mid-size crossover in America and the most affordable seven-passenger vehicle in America with a starting U.S. MSRP of \$19,990. With more than 40 safety and security features, the Journey has been an Insurance Institute for Highway Safety (IIHS) Top Safety Pick for three consecutive years. Journey also features the latest and greatest in vehicle connectivity and customization with the Uconnect® Touch 8.4 radio, which features an 8.4-inch touchscreen.

### **About Dodge**

Dodge is a full line of cars, crossovers, minivans and SUVs that are sporty, functional and innovative. With nearly 100 years of heritage, the brand has a history of providing its customers excellent quality, innovation and value. Dodge is building on the momentum of introducing six all-new or significantly redesigned products, solidifying its message that Dodge offers an excellent value for American families looking for top performance in all the places that matter – from power off the line and handling in the corners to high-quality, dependable vehicles that deliver unmatched functionality and excellent fuel economy in everyday driving situations. In fact, Dodge now offers six vehicles that deliver 25 mpg on the highway, while retaining that distinctive Dodge innovation and style. With the all-new Dodge Durango and Dodge Charger and significantly revamped Grand Caravan, Journey, Avenger and Challenger, Dodge also now has one of the youngest dealer showrooms in the country with more new product coming.

### **Giveaway Rules**

The contest is open to legal residents of the 50 United States and the District of Columbia, 18 years and older. No purchase is necessary. Participants must have a valid driver's license and auto insurance prior to the Sept. 10 contest start date. Three 2012 Dodge Journey grand prizes, one per hidden location, will be awarded plus \$7,000 each to help cover associated taxes. Contest ends 09/27/11. For official rules, details, and prize descriptions, visit [www.YouTube.com/Dodge](http://www.YouTube.com/Dodge).

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