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## **2012 Dodge Journey: America's Most Versatile and Affordable Mid-Size Crossover Further Enhanced With SXT Four-Cylinder Model**

### **Third-Row Seating At No-Charge For March**

- 2.4-liter 4-cylinder engine now standard on AVP, SE and SXT models and delivers up to 26 miles per gallon on the highway
- Third-row seating is available at no extra charge in March – a \$995 added value
- Dodge Journey is the most affordable seven-passenger vehicle in America – starting at a Manufacturer's Starting Retail Price (MSRP) of \$18,995

March 7, 2012, Auburn Hills, Mich. - After just establishing an all-time February sales record, Dodge is increasing the value proposition on its award-winning Dodge Journey crossover. The brand announced today that the 2.4-liter four-cylinder engine will now be standard on Dodge Journey SXT models, in addition to the American Value Package and SE models. The Dodge Journey SXT with the four-cylinder engine will be available at a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$22,995, before destination charges, representing a \$1,500 reduction compared with the V-6 model.

"Dodge Journey is the most versatile and affordable crossover in America with innovative seating and storage that sets it apart from anything else in its class," said Reid Bigland, President and CEO – Dodge Brand. "We're building on our momentum by making one of our most unique attributes – seven-passenger seating – and making it even more accessible to hard-working families."

The four-cylinder Journey models deliver 173 horsepower and achieve 26 mpg on the highway. SXT models are well-equipped, featuring 17-inch aluminum wheels, 4.3-inch Uconnect touch screen, SiriusXM Satellite Radio, push-button start, leather-wrapped steering wheel and shifter, performance fascias with front fog lamps, LED taillamps, premium interior with soft-touch surfaces, four-wheel disc brakes with ABS, seven airbags and much more. SXT is also available with the segment-exclusive 8.4-inch Uconnect Touch Screen, in-seat storage and integrated booster seats.

Dodge Journey SXT customers can also opt for the available award-winning Pentastar V-6 engine, which delivers an impressive combination of power and fuel economy – 283 hp and 25 mpg on the highway. V-6 models are also available with a sophisticated all-wheel-drive system.

As an added incentive for the month of March only, Dodge is offering the Flexible Seating Group on all 2012 Dodge Journey models at no added charge. The package consists of an easy entry second-row 60/40 Tilt 'n Slide seat, three-zone heating and air conditioning and third-row 50/50 folding and reclining seat. This is normally a \$995 option, but will be no-charge on all new 2012 Dodge Journey models purchased now through April 2, 2012.

### **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. The seven-passenger American value Package is the most affordable seven-passenger vehicle in America. With more than 40 safety and security features, the Journey has been an Insurance Institute for Highway Safety (IIHS) Top Safety Pick for four 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 the Dodge Brand**

For nearly 100 years, Dodge has defined passionate and innovative vehicles that stand apart in performance and in style. Building upon its rich heritage of muscle cars, racing technology and ingenious engineering, Dodge offers a full-line of cars, crossovers, minivans and SUVs built for top performance – from power off the line and handling in the corners, to high-quality vehicles that deliver unmatched versatility and excellent fuel efficiency. Only Dodge offers such innovative functionality combined with class-leading performance, exceptional value and distinctive design. With the all-new 2013 Dodge Dart, the all-new Dodge Charger paired with the ZF eight-speed transmission that achieves a class-leading 31 miles per gallon on the highway, the new Durango and the significantly revamped Grand Caravan – inventor of the minivan – Journey, Avenger and iconic Challenger, Dodge now has one of the youngest dealer showrooms in the United States.

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