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Eight Contestants to Kiss Truck for Valentine's Day

February 8, 2005, Chicago -

- One lucky pucker to drive home in all-new 2005 Dodge Dakota
- American Heart Association to receive “1,000 smackers” for every hour of contest
- Consumers may enter to participate at the Dodge display at Chicago Auto Show this Friday and Saturday

Eight suitors have a unique Valentine’s Day date this year when they will lock lips on a shiny, new, bright red pickup truck in a kissing contest to win their very own long-term relationship with an all-new 2005 Dodge Dakota.

The "Dodge Dakota Pickup Pucker-Up," to be held at the Chicago Auto Show, pits eight pair of lips in a contest that demands that contestants show their love by putting their mouth where the money is - square on a Dodge Dakota beginning Valentine’s Day, Monday, Feb. 14. The winner will literally make out with a new Dodge pickup truck in this challenge that’s clearly not for the faint of heart.

"As the only V-8 powered truck in its class, the 2005 Dodge Dakota has a really large heart," said Jason Vines, Vice President Communications, Chrysler Group. "Since Valentine’s Day is all about big hearts, we’re going to give a brand-new 2005 Dodge Dakota to the person that can show their love by puckering up for the longest time."

While the longest kisser drives away in an all-new 2005 Dodge Dakota Laramie 4x4 Quad Cab with a 4.7-liter V-8 and those with loose lips go home truckless, Dodge will donate $1,000 for each hour of the contest to the American Heart Association in recognition of February’s American Heart Month.

The contest kisses off at 6 a.m. CST on Monday, Feb. 14 in the Dodge Display at the Chicago Auto Show at McCormick Place.

Eight contestants will be chosen at random from entry forms completed at the Dodge display at the Chicago Auto Show on Friday, Feb. 11 and Saturday, Feb. 12. Those "lucky in love" will be notified on Sunday, Feb. 13 of their chance to participate. Those not attending the Chicago Auto Show may enter by sending their name, address and phone number to: "Dodge Dakota Pickup Pucker-Up" Contest at 350 N. LaSalle, Suite 1300, Chicago, IL 60610, or by sending an e-mail with their name, address and phone number to DodgeDakotaPickupPuckerUp@iqevent.com.

About the All-new 2005 Dodge Dakota The Dodge truck lineup continues to haul the most leadership claims. Bigger, bolder and tougher, the all-new 2005 Dodge Dakota stands alone as the largest, most powerful and most capable mid-size pickup on the market. With best-in-class torque, horsepower and towing, the 2005 Dodge Dakota delivers full-size pickup styling, feel and power with the only two V-8s in the class.

New interiors improve comfort levels on both Dodge Dakota Club Cab® and Dodge Dakota Quad Cab™ models, with more interior room than any other mid-size pickup. The Dodge Dakota Quad Cab offers the most interior space in its class with available six-passenger seating.

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