Contact: Dianna Gutierrez

Jodi Tinson

2007 Dodge Nitro: Designed to Ignite the Mid-Size SUV Segment

- Design is unlike any mid-size SUV on the road today
- Functional and flexible for people and cargo
- Three models — Dodge Nitro, Dodge Nitro SLT, Dodge Nitro R/T

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When it came to creating the first Dodge mid-size sport-utility vehicle, Dodge designers wanted to do more than capture the spirit of the Dodge brand — they wanted to ignite the mid-size SUV segment.

They accomplished the first part of their mission by creating the all-new 2007 Dodge Nitro, an SUV with a bold, powerful, street-smart exterior design and functional and spacious interior. It's the kind of Dodge-to-the-core design that makes part two of the mission — firing up the mid-size SUV market — just a matter of time.

"The Dodge Nitro's bold styling and aggressive stance is what makes the vehicle stand out in a crowd," said Trevor Creed, Senior Vice President – Chrysler Group Design. "The Nitro's design characteristics are unlike those of any mid-size SUV on the road today, making it attractive to customers seeking distinctive style, sporty performance and cargo flexibility."

The new SUV is based on the Dodge Nitro concept unveiled at the 2005 Chicago Auto Show and will be available in three models — Dodge Nitro, Dodge Nitro SLT and Dodge Nitro R/T.

EXTERIOR DESIGN

To achieve a distinctive, bold overall appearance unlike anything in its segment, Nitro designers introduced design elements and themes that were strong and confident. These characteristics proportion the vehicle like no other in its class — the result is the unmistakable Dodge Nitro with its purposeful, capable and assertive stance.

Intrinsic to every Dodge vehicle is the bold crosshair grille. It is just one of the many design elements that define the cool persona and tough attitude of Dodge Nitro. Body color on the Dodge Nitro R/T and chrome on the Dodge Nitro and Dodge Nitro SLT, the grille is emblazoned with a hefty three-dimensional ram's head. Jewel-like rectangular headlamps that prominently wrap the corners of the vehicle and a clamshell hood with strong character lines complete the front-end.

The side of the vehicle features a deep-body section and high beltline which add to the vehicle's confident appearance. Chrome vents positioned on each front fender add to the vehicle's modern design and contemporary flair. The short front and rear overhangs, not typical of a mid-size SUV, contribute to the vehicle's forceful expression. The wheels, pushed to the corners to further convey Nitro's confident stance, are surrounded by bold, powerful-looking wheel arches. Standard on the Dodge Nitro R/T and optional on the Dodge Nitro SLT are 20-inch tires and chrome-clad aluminum wheels.

The side-view mirrors are designed to reflect the personality of the vehicle. They were developed in the Chrysler Group wind tunnel in Auburn Hills, Mich., in conjunction with the form of the A-pillar. The result is an aerodynamically efficient design that minimizes wind noise, helping to create a quieter cabin.

The vehicle's door handles have a solid, strong feel and are easy to grip, even with a gloved hand. In the center of the door handle is a deep, horizontal groove, a design cue that is repeated inside on the map pocket, door panels and instrument panel.

Dodge designers chose to black-out the C-pillar of the vehicle which makes the second-row and rear-windows appear

more horizontal, amplifying the vehicle’s sporty nature.

The rear of the vehicle, consistent and balanced with the overall design, features beveled taillamps and a lighted license visor.

The Dodge Nitro is designed to help expand the Dodge brand's presence in markets outside North America. The front fascia, headlamps, rear fascia and taillamps are designed to meet international requirements.

INTERIOR DESIGN

The interior of the five-passenger Dodge Nitro is spacious, functional and flexible for people and cargo. The headliner is shrink-wrapped to allow maximum headroom and there is plenty of leg room for first- and second-row passengers.

A three-pod, four-gauge instrument cluster is designed for right- or left-hand drive. The chunky steering wheel gives the driver a perception and feeling of a bigger vehicle.

Brushed silver accents appear on the door handles, center console, gear shift and HVAC controls. The Dodge Nitro SLT and Dodge Nitro R/T receive additional chrome detail on the steering wheel, instrument cluster, first-row grab handle and center console. The gear shifter and control buttons are substantial in size and bold by design.

Storage space is maximized throughout the vehicle. The center console storage bin is deep and wide enough to house CDs or DVDs and has a tray that sits atop it for additional storage. The center console offers three spaces that can accommodate hand-held PDAs, cell phones or coins. The driver- and passenger-side doors each have deep compartments; behind the driver's seat is a wide and easy-to-reach map pocket. Two cup-holders are located in the first and second rows of the vehicle.

The Dodge Nitro features a new seat structure which is firm and robust, perfect for long road trips. A choice of vinyl or cloth seats is also available on the Dodge Nitro model. Leather seats are available on the Dodge Nitro R/T and SLT models.

Standard on the Dodge Nitro SLT is the new YES Essentials® cloth seats, and advanced seating upholstery that offers Chrysler Group's customers three key benefits: repelling stains, controlling odor and reducing static electricity. The fabric technology is designed to withstand endless cleanings — even repeatedly in the same location — and will not rub off or change the texture or comfort of the seats or surfaces during ownership of the vehicle. The upholstery also controls bacteria-based odors inside the vehicle.

The Dodge Nitro has a fold-flat front passenger seat, as well as fold-flat second-row seats. The second-row seats also recline for added passenger comfort. Standard on the Dodge Nitro SLT and Dodge Nitro R/T is the LOAD 'N GO ™ cargo floor which slides 18 inches rearward for easy and convenient loading and unloading of packages. The LOAD 'N GO cargo floor can hold up to 400 pounds and is made of a heavy-duty plastic for easy cleaning. Standard on the Dodge Nitro model is a reversible load floor, and a compact utility table is optional.

The Dodge Nitro features two new exterior colors — Sunburst Orange and Electric Blue. Also available will be Inferno Red, Light Khaki, Bright Silver, Black and Stone White.

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