

Contact:

It's Going to be a Dodge Weekend in Northern California

Dodge and Northern California Dodge Dealers team up to dominate this weekend's NASCAR Race at Infineon Raceway

- Two NASCAR Nextel Cup Dodge Chargers will have special SRT paint schemes
- Full-line SRT Vehicle display
- Dodge City delivers off-track excitement, display of Dodge DNA for race-bound fans that will include the Dodge Nitro, Hornet and Tomahawk concept vehicles

June 22, 2006, Sonoma, Calif. -

Northern California Dodge dealers are leveraging their sponsorship of this weekend's NASCAR Nextel Cup weekend – the Dodge /Save Mart 350 at Infineon Raceway - to herald their bold line of vehicles to race-going fans.

NASCAR Dodge Chargers with special SRT paint schemes:

Evernham Motorsports teammates Jeremy Mayfield and Kasey Kahne take Dodge's innovative Street and Racing Technology (SRT) product line from the street to the racetrack with special SRT paint schemes on their Nextel Cup Dodge Chargers.

SRT Display outside turn 7, open all weekend

Dodge SRT vehicles offer the boldest, most powerful performance in the Dodge lineup. Every SRT vehicle showcases five key aspects: exterior styling that resonates with the brand image; race-inspired interiors; top-notch ride and handling characteristics; world class braking, and a standout powertrain.

The display will include the complete line of Chrysler Group SRT vehicles: the Dodge Viper SRT10, Ram SRT10, Magnum SRT8, Charger SRT8; the Chrysler 300C SRT8 and Crossfire SRT6, and the Jeep Grand Cherokee SRT8. Look for the 40-foot-tall Rams head. This will be a true fan zone; lots of shade, wet Dodge bandanas, loud music and the Dodge Girls!

The display will also include

2006 Dodge Hornet Concept

Internationally Sized, Amped With Attitude

Rally-ready and eager to go, the new Dodge Hornet concept vehicle is designed to bring to the B-segment market a unique blending of European sensibility regarding engine size and overall footprint with an American flair for aggressive attitude and flexible interior space.

2003 Dodge Tomahawk Concept Vehicle

The Viper-powered Dodge Tomahawk concept vehicle shatters all the barriers of conventional thinking about personal transportation. This four-wheel, single-passenger vehicle is a sleek, rolling sculpture that combines art-deco styling with extreme engineering. The 500-horsepower Viper V-10 engine powering the dual rear wheels gives this radical vehicle a potential top speed of nearly 400 miles per hour - for anyone who wants to test it

Dodge City: behind main grandstand, open all weekend

Dodge City will be Race Central for some of the best fan fun at Infineon Raceway. Power and performance will be the theme for the display that includes some of the industry's most potent cars and trucks. But Dodge City also offers fans fun thanks to interactive games, a NASCAR simulator, the Raminator Monster Truck, classic Dodge products and engine displays. Product specialists will be on hand to answer questions and hand out t-shirts hats and bandanas.

Dodge City will also include

2006 Dodge Nitro Concept

Dodge is set to ignite mid-size SUV market this fall when a production Nitro hits the streets

- First mid-size SUV for Dodge
- Distinctive style, sporty performance and cargo flexibility
- Offers full-size capability in a mid-size SUV

The Dodge brand — which is no stranger to creating innovative automotive products and features — is spicing up the mid-size SUV segment with the 2007 Dodge Nitro, a new sport-utility vehicle whose bold and aggressive styling matches its dynamic performance.

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