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Dodge Pumps American Iron with Dodge Magnum SRT8 Concept

Dodge's All-new, HEMI®-powered Magnum is About Living Life Large

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Dodge is on a mission to design and deliver aspirational vehicles that differentiate from the competition and compete in the heart of the market. The Dodge Magnum concept vehicle is the new shape of American muscle, celebrating what American muscle cars were in the past, but with a design and packaging configuration that charges into the future. With its unique profile, exceptional versatility, HEMI® power, and rear-wheel-drive performance, there is nothing else like it in the marketplace.

"Dodge Magnum delivers capability combined with the ride and handling of a sports car," said Darryl Jackson, Vice President – Dodge, DaimlerChrysler. "It's everything you want to do — haul stuff, tow a boat, and go fast."

The Dodge Magnum concept represents Dodge's entry into a new category of vehicle transportation called sports tourer. First created by Chrysler Pacifica and PT Cruiser, this category of vehicle offers the right formula of proportions, packaging, performance and appearance that set them far apart from the competition.

"Dodge is connected across its product lines to driving enthusiasts, offering the most functional and fastest vehicles on the planet," continued Jackson. "In this ultimate performance form, the Dodge Magnum concept joins this lineup."

The Dodge SRT lineup represents some of the most outrageous vehicles ever developed by Chrysler Group. Whether it's the Dodge Viper SRT10, Dodge SRT4 or the Dodge Ram SRT10, enthusiasts look to Dodge as the claimholder to America's fastest, most powerful production cars in each of their respective market segments.

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