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2007 Dodge Caliber SRT4: Market Position and Advantages

August 31, 2006, Auburn Hills, Mich. -

MARKET POSITION

Dodge Caliber SRT4 sets a new benchmark in the sport-compact performance market, with its SRT attributes of functional, performance-oriented styling, world-class ride and handling, race-inspired interior appointments, benchmark braking and an SRT-engineered, 2.4-liter turbocharged engine that creates 300 horsepower (224 kW) resulting in a 0-60-mph time in under 6 seconds.

DEMOGRAPHICS

- Gender: Primarily male
- Median Age: 35
- Annual Household Income: \$45,000 to \$60,000
- Education: 35 percent college graduates

MARKET ADVANTAGES

- High-caliber performance: 300 horsepower (224 kW) — 85 hp more than original Dodge SRT4, resulting in a 0-60-mph time in under 6 seconds
- Benchmark performance at the best price
- Dominates the sport-compact performance market
- The Dodge Caliber SRT4 is for the enthusiast who wants the all-around performance of a true “tuner car” right from the manufacturer

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