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Dodge Introduces All-new 2007 Sprinter

"Super-sized" Sprinter is Longer, Wider and taller; Offers More Space, Choices, Features and Innovations

- Increase in maximum width (two inches), interior height (11 inches), exterior height (13 inches), door opening height (5 inches), cargo area length (19 inches), vehicle length (30 inches), cargo volume (127 cu. ft.), and towing capacity (2,500 lbs.)
- Three vehicle lengths (233, 273 and 289 inches) on two new wheelbases — 144 inches, 170 inches or 170 inches extended with 15-inch longer rear overhang, the longest wheelbase in the segment
- Three interior roof height options: standard (65 inches), high (76 inches) and new mega (84 inches) — most among full-size vans
- Choice of two all-new engines: new 3.0-liter V-6 diesel or 3.5-liter V-6 gas engine
- Most best-in-class advantages including cargo capacity (up to 600 cubic feet), interior compartment accessibility, payload (5,770 lbs.), lowest side step-in height (19.9 inches), widest rear-door opening (270 degrees), cargo-sliding door loading width (51 inches), and increased interior height (up to 84 inches) providing up to 7-feet interior workspace
- Three Gross Vehicle Weight Rating (GVWR) configurations include new higher maximum (11,030 lbs.)
- Oil change intervals of 10,000 miles and maintenance intervals of 30,000 miles contribute to low maintenance costs
- More than 25 advanced safety and security features represent highest level of safety and security technology available in the full-size van segment
- All-new ADAPTIVE ESP® takes electronic stability programs to the next level
- Unique CARGO PROTECTION® system reduces accident risk from shifting loads
- Unmatched upfit-friendly design
- New standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and all-new ADAPTIVE ESP for improved functionality and safety capability

February 13, 2007, Toronto - Armed with an all-new, super-sized Sprinter, Dodge continues to build on its presence in the commercial vehicle market. Completely redesigned, the all-new 2007 Dodge Sprinter breaks the mold of current domestic van offerings and delivers superior quality, reliability and commercial capability, along with unequalled attributes that allow commercial customers to do even more.

“The all-new 2007 Dodge Sprinter raises the bar and sets a new commercial standard in the full-size van market,” said George Murphy, Senior Vice President – Global Brand Marketing, Chrysler Group. “Targeted at commercial customers who want to take the performance of their commercial vehicle and business to the next level, the all-new 2007 Dodge Sprinter answers the call and continues Dodge’s revolution of the light- and medium-duty commercial vehicle market.”

More Versatility, Choices and Features

Dodge’s super-sized Sprinter offers expanded versatility and even more choices and features. Compared to the previous model, the all-new 2007 Dodge Sprinter boasts increases in width (2 inches), interior height (11 inches), exterior height (13 inches), cargo area length (19 inches), vehicle length (30 inches), cargo volume (127 cu. ft.), and towing capacity (2,500 lbs.). Sprinter is available in three vehicle lengths (233, 273 and 289 inches) on two new

wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang. It also boasts three interior roof height options: standard (65 inches), high (76 inches) and new mega (84 inches) — the most among full-size vans.

Powered by a choice of two all-new premium engines, a 3.0-liter V-6 diesel engine with 154 horsepower or 3.5-liter V-6 gas engine with 254 horsepower, three different Gross Vehicle Weight Rating (GVWR) configurations are offered including a new higher maximum GVWR up to 11,030 lbs. for cargo vans and chassis cabs. With increased best-in-class interior height (up to 84 inches), both cargo and passenger high-roof models provide up to 7-feet interior workspace.

New standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals, and all-new ADAPTIVE ESP® for improved functionality and safety capability. Going beyond the capability of the traditional electronic stability program, ADAPTIVE ESP takes into account the way the Sprinter is loaded. Sensors ascertain the vehicle mass, which ultimately determines the vehicle's center of gravity.

Most Best-in-class Advantages
The all-new 2007 Dodge Sprinter has the most class-leading attributes including best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,770 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to 7 feet) and widest rear-door opening (270 degrees). Its new pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches.

As the class leader in versatility and operating performance, the 2007 Dodge Sprinter has oil change intervals of 10, 000 miles which contribute to low maintenance costs.

More Than 25 Safety and Security Features Set New Benchmark in Commercial Van Segment
Delivering more than 25 advanced safety and security features — the highest level of advance safety and security technology available in the full-size van segment, the all-new 2007 Dodge Sprinter continues to offer superior occupant protection. New for 2007 is an all-new ADAPTIVE ESP® system which takes electronic stability programs to the next level. This standard safety system takes into account the vehicle payload which further reduces the risk of vehicle skidding and loss of control.

All 2007 Dodge Sprinter cargo vans utilize a unique CARGO PROTECTION® load-securing and lashing rail system allowing straps to be attached at multiple locations for enhanced cargo and passenger protection.

Showcasing a unibody construction that reduces curb weight and maximizes payload, other standard safety features include power steering and brakes, three-point lap/shoulder belts (height adjustable for driver and front passenger), headrests for all seats, and an available ParkSense® System which uses ultrasonic sensors in front and rear bumpers to assist the driver when maneuvering or parking.

Dodge Sprinter
Available in the global market since 1995, Sprinter is a proven winner with worldwide sales of more than 1.2 million units. Used in more than 100 countries throughout the world, it is the best-selling vehicle in its class throughout Europe. Production of the all-new 2007 Dodge Sprinter takes place in Düsseldorf and Ludwigsfelde, Germany, with final assembly (cargo vans) in Ladson, S.C.

Dodge Commercial Vehicles
As part of DaimlerChrysler, the world's leading manufacturer of commercial vehicles, Dodge continues to increase the breadth of its commercial products and offers a comprehensive array of vehicles and services designed with business customers in mind. Led by the recently introduced all-new Dodge Ram 4500 and 5500 Chassis Cabs, and the Dodge Ram 3500 Chassis Cab — the Class 3 segment's most powerful, capable and upfit-friendly work truck, Dodge Caravan and Grand Caravan cargo vans complement a growing Dodge commercial lineup that includes the Dodge Ram 2500/3500 Box-Off models — utilized for a host of flat-bed, utility and service body applications — and the class-leading Dodge Sprinter, which continues its legacy and leadership as the top-performing commercial van in the marketplace.

Dodge BusinessLink®
Launched in 1999 and offering no-cost enrollment, Dodge BusinessLink is a full-service commercial program comprised of a select network of Dodge dealers who know and understand the unique vehicle needs of small

businesses, fleet managers and other commercial vehicle customers. Providing exclusive benefits, BusinessLink dealers offer unprecedented business assistance including dedicated commercial account managers and sales teams, dealer inventories representing a higher mix of work-truck and other commercial vehicles, next-day service and technicians, extended hours to minimize downtime, free loaner vehicles and more. BusinessLink also includes our “On The Job” program which offers discounts on upfits and direct cash incentives and savings on almost all Dodge commercial vehicles.

Dodge Brand

With a U.S. market share of 6 percent, Dodge is the Chrysler Group’s best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 20 percent market share in the U.S. In the highly competitive truck market, Dodge has a 15 percent market share. Dodge is also entering key European volume segments.

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