

Contact: Ashley Kahael

Ariel Gavilan

## **Dodge Makes a Bold Statement in Geneva**

- Dodge Demon Concept is revealed at 77th International Motor Show in Geneva
- All-new D-segment Dodge Avenger premieres in Europe
- Dodge shifts its global expansion into overdrive

March 5, 2007, Auburn Hills, Mich. - Dodge is putting more muscle behind the brand's expansion in volume markets outside North America with the world premiere of the Dodge Demon Concept and the European premiere of the all-new Dodge Avenger at the 77th International Motor Show in Geneva. Both vehicles clearly deliver the four key attributes of the Dodge brand: bold, powerful, capable and street smart.

The Dodge Demon Concept hints at what the brand could do with a B-segment roadster, while Dodge's all-new D-segment vehicle, the Avenger, is further proof of the great potential for the Dodge brand in international markets.

### **Dodge Demon Concept**

The Dodge Demon Concept is a compact, nimble "roadster with an attitude," a perfect balance of classic sports car proportion and simplicity blended with modern design and performance.

Dodge Demon is designed to be an affordable Dodge sports car that merges brand cues of bold design and powerful performance with an open-air "fun-to-drive" attitude.

Up front, the signature Dodge crosshair grille is stuffed into a menacing, trapezoidal opening that thrusts boldly forward. The bodyside of the main character line flows up and over the front wheel, and then drops diagonally to an angular colour-keyed vent on the rear fender. The rear surface of the body is divided into three planes with two chamfered outboard planes, dominated by long, tapering trapezoidal taillamps.

The interior of the Dodge Demon Concept is purposely functional, with everything relating to the driving experience emphasised and well laid out. Brushed aluminium, silver, chrome and carbon fibre finishes complement the black textured fabric seats with silver stitching.

*For more information on the Dodge Demon Concept, please refer to the [Dodge Demon press kit](#).*

### **Dodge Avenger**

The Dodge Avenger is an all-new four-door D-segment saloon that combines bold, aggressive Dodge styling with power and performance, fuel efficiency, innovative interior features and high levels of safety and reliability.

The all-new Dodge Avenger builds on the bold, aggressive styling, performance and excitement of the Dodge Charger, and there's no mistaking Dodge's heritage in Avenger's aggressive exterior lines. Muscular rear shoulders, large wheels and tyres and a sleek rear spoiler embody the Dodge brand attributes of bold, powerful and capable.

Graphic design elements, which set the new Dodge Avenger's exterior design apart from the competition, also are evident throughout the vehicle's spacious interior, where carefully matched textures and low gloss levels contribute to Avenger's rich-looking interior surfaces.

With its bold Dodge design, diesel and petrol powertrain options, generous standard equipment and innovative features, the new Dodge Avenger is ready to pounce when traditional D-segment car buyers are drawn into Dodge dealer showrooms, looking for what only Avenger can offer: pure Dodge attitude in an affordable package.

Dodge Avenger SE and SXT models will be available in Europe and other international markets in left-hand and right-

hand drive in mid 2007. It is the Dodge brand's first D-segment car for Europe and is the fourth Dodge vehicle in the brand's expansion to volume markets outside North America.

### **Dodge Brand**

With a U.S. market share of 6 per cent, Dodge is the Chrysler Group's best-selling brand and the fifth-largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million (1,345,517) vehicles in the global market. The Dodge global portfolio includes a range of cars, trucks, minivans and sport-utility vehicles.

The expansion of the Dodge brand in markets outside North America helped raise its year-over-year sales 185 percent and close 2006 with 30,527 units. Dodge Caliber spearheaded the Dodge brand's expansion in 2006, and it is followed by the Dodge Nitro, Avenger and high-performance Caliber SRT4 in 2007.

Strong Dodge Caliber sales in January 2007 made it the top-selling vehicle in markets outside North America, outselling all other Chrysler Group products for the first time. Since its international introduction in June of last year, Caliber has remained among the top-five-selling vehicles.

"The expansion of the Dodge brand into our key volume markets outside North America allows us to increase volume while leveraging our established dealer network and distribution structure," said Thomas Hausch, Executive Director – International Sales and Marketing, Chrysler Group. "Dodge also appeals to a different type of customer than Chrysler and Jeep<sup>®</sup>, and its global expansion will contribute to our sustainable, profitable growth."

By adding the Dodge brand to its international portfolio, Chrysler Group aims to achieve 1.4 per cent market share in Western Europe by 2009 — more than doubling Chrysler Group's share compared to 2005. With continued strong sales, Dodge could account for approximately 30 per cent of Chrysler Group's sales outside North America by the end of 2009.

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