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"Dodge Magnum Big Red Wagon" Cooks Up the Ultimate Challenge for Fathers

- In honor of Father's Day, East Coast dads and their children have a chance to win two new sets of wheels – a 2007 Dodge Magnum for dad and a Radio Flyer wagon for the kids
- Dodge will donate $25 to the Boys & Girls Clubs of Philadelphia for each team that registers for the challenge
- Families ready to jump on the contest's wagon can register online at www.DodgeMagnumBigRedWagon.com

May 9, 2007, Auburn Hills, Mich. -

According to a recent Dodge brand survey, 68 percent of fathers had a little red wagon when they were children . In honor of Father's Day, the Dodge brand is helping dads carry on the wagon tradition with their children by giving dads a chance to win their very own big red wagon, an all-new 2007 Dodge Magnum, along with a new little red wagon in a one-of-a-kind Father's Day challenge.

Dodge will kick off Father's Day weekend on Friday, June 15 by inviting teams of fathers and their children to participate in the "Dodge Magnum Big Red Wagon" challenge in Philadelphia, Pa. From flipping burgers and packing up the car for a family outing to perfecting touchdown passes, up to15 fathers will have the chance to test drive their super-dad skills by racing through a dad-themed obstacle course. Each obstacle course station will bring to life the iconic ways families spend Father's Day. The father who earns the best score will win the keys to the ultimate family vehicle - a 2007 Dodge Magnum - and all participating teams will receive a little red Radio Flyer wagon, along with a variety of other prizes.

In addition to celebrating Father's Day, the Dodge brand will also recognize the Boys & Girls Clubs of Philadelphia and the positive impact they have on children by making a donation of $25 for every team that signs up to participate in the challenge, for a total donation of up to $5,000.

"The Dodge Magnum is a stylish, high-performance vehicle that's perfect for modern dads, and the little red wagon is the iconic set of wheels for children," said Mike Accavitti, Director – Dodge Brand and SRT Marketing and Communications. "We are creating this one-of-a-kind challenge to give dads a chance to flex their modern muscles, have fun with their children and compete for a chance to bring home two new sets of wheels for the family – the Magnum and Radio Flyer wagon."

The Challenge
Up to 15 teams comprised of fathers and up to two children between the ages of three and 10-years-old will be invited to participate in the "Dodge Magnum Big Red Wagon" event in Philadelphia, Pa. Interested consumers can register online at www.DodgeMagnumBigRedWagon.com beginning Thursday, May 10 until Monday, June 4 at 11:59 p.m. (EDT).

During registration, participants will be asked to submit a 250-word essay answering the following questions – "Why would winning a Dodge Magnum be the ultimate Father's Day gift; and how would a new Dodge Magnum help you be a better dad?"

All participants must be 18 years or older, hold a valid driver's license at the time of entry and must be the parent or legal guardian of the child(ren) on their team. All participants must be legal residents of Connecticut, Delaware, Maryland, New Jersey, New York, Pennsylvania, Virginia or Washington D.C., and are responsible for transportation to and from the "Dodge Magnum Big Red Wagon" event.

Dads Dish on Fatherhood

According to a Dodge brand survey more than seven out of 10 Americans (71 percent) picking barbecues as the activity they most associate with Father's Day. To bring this tradition to life, the Dodge brand will heat up the "Dodge Magnum Big Red Wagon" event by firing up a gigantic HEMI® grill for the challenge attendees. Additional survey results revealed:

- **Like Father, Like Son:** Within one year of becoming a father, nearly one in three dads (32 percent) admitted to doing or saying something their father used to do or say. By the time their children were three-years-old, more than half of all dads (56 percent) had done or said the same thing their father used to do or say
- **Sharpest Tool in the Shed:** Thirty-seven percent of dads would love to get new tools while 29 percent of fathers have their eye on a new car for Father's Day
- **Growing Pains:** More than half of all dads (54 percent) say the most enjoyable part of fatherhood is "watching their children grow." Forty-one percent of dads say "teaching their children new things" is the most enjoyable part of being a dad
- **Small Screen Dads:** Nearly 44 percent of Americans identify Cliff Huxtable of "The Cosby Show" as the most iconic TV dad. Mike Brady from "the Brady Bunch was next in line with 25 percent of the votes

2007 Dodge Magnum

The 2007 Dodge Magnum is a stylish alternative for consumers who want the comfort and performance of a car, and the capability and image of a sport-utility vehicle (SUV), without sacrificing everyday functionality. Magnum offers a bold, unique profile; exceptional versatility; and rear-wheel and all-wheel-drive performance. Nothing else is like it on the road.

Fortified with integrated safety and security features, the 2007 Dodge Magnum provides outstanding occupant protection on the road. The National Highway Traffic Safety Administration (NHTSA) gave the Dodge Magnum a five-star rating for driver and front-passenger protection in a frontal crash, the highest rating in the U.S. government's safety crash-test program.

About the Dodge Brand

With a U.S. market share of approximately 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 more 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 with Nitro and Caliber.

About the Boys & Girls Clubs of Philadelphia

The Boys & Girls Clubs of Philadelphia is a founding member of a national youth development movement consisting of Boys & Girls Clubs of America and 3,900 local organizations that collectively serve more than 4.5-million young people. Serving Philadelphia with quality out-of-school-time programs since 1887, the Clubs' mission is to help youth, particularly those in disadvantaged circumstances, develop the qualities and skills they need to become responsible citizens and leaders.

Permission has been obtained from Radio Flyer Inc. relative to the use of its name and trademark rights

[1] These results are based on an online survey of 2,063 American adults conducted by Ipsos Insight using the US Online Express omnibus. Of this total number of interviews, 544 were conducted with fathers. Interviews were conducted between May 3rd and May 8th,2007. The final data are statistically weighted to reflect the actual age and gender of the U.S. population and are balanced by region.

With a sample of 2,063 people, one can say with 95% certainty that the overall results are within ±2.2 percentage points of what they would have been had the entire American population been surveyed. The margin of error based on 544 American fathers is ±2.2 percentage points.

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