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Dodge Announces Pricing for All-new 2008 Caliber SRT4®

- All-new 285-horsepower 2008 Dodge Caliber SRT4® is priced at \$22,995
- Chrysler's Street and Racing Technology (SRT)® organization continues the popular SRT legacy
- Dodge Caliber SRT4 delivers SRT mission of benchmark performance for the best price to the sport-compact market

August 20, 2007, Auburn Hills, Mich. -

Dodge announced pricing today for the latest addition to Chrysler's popular Street and Racing Technology (SRT)® vehicle lineup – the all-new 2008 Dodge Caliber SRT4®.

Boasting 285 horsepower, 265 lb.-ft. of torque and a 0-60 mph time in the low 6-second range, the all-new 2008 Dodge Caliber SRT4 is available for \$22,995, which includes \$560 for destination. The 2008 Dodge Caliber SRT4 once again delivers the SRT mission of benchmark performance at the lowest price.

"Like all of Chrysler's SRT vehicles, the all-new 2008 Dodge Caliber SRT4 delivers customers an unmatched performance/value equation," said Mike Accavitti, Director – Dodge Brand and SRT Marketing Communications, Chrysler. "With 285 horsepower, 265 lb.-ft. of tire-smoking torque, and numerous functional, race-inspired exterior and interior appointments, Dodge and SRT have once again boldly joined the sport-compact performance market in dominating fashion."

The all-new 2008 Dodge Caliber SRT4 showcases the renowned, five key aspects of any SRT vehicle: exterior styling that resonates with the brand image; race-inspired interiors; world-class ride and handling characteristics across a broad range; benchmark braking; and standout powertrain. The all-new 2008 Dodge Caliber SRT4 unquestionably delivers in all five areas.

Exterior styling includes an aggressive SRT stance, a front fascia with functional brake cooling ducts and a larger grille opening. The unique hood features a functional air scoop enhancing underhood cooling. A large integrated spoiler above the rear glass is tuned for smoother air flow and lift reduction. Available exterior colors are Brilliant Black, Sunburst Orange, Bright Silver and Inferno Red.

Inside, the all-new Caliber SRT4 boasts sport seating with deep, performance bolsters, an SRT race-inspired instrument design, and an optional Reconfigurable Display (RCD), with exclusive "performance pages" that provide lateral and longitudinal G-force, 1/8-mile and 1/4-mile acceleration time and speed, 0-60 mph time and braking distance.

The Dodge Caliber SRT4's suspension is lowered 28mm in the front and 22mm in the rear, contributing to the unique SRT performance ride and handling characteristics. Chassis highlights include unique performance tuning, 19-inch cast-aluminum wheels and Goodyear three- or four-season performance tires.

Benchmark braking is delivered via four-wheel anti-lock disc brakes with 340 x 28mm vented front rotors and 302 x 10mm rear rotors, with twin-piston aluminum front calipers.

And finally, a whopping 285 horsepower and tire-smoking 265 lb.-ft. of torque is delivered courtesy of Chrysler's 2.4-liter DOHC I-4 Turbo World Engine. An electronically tuned Brake Lock Differential and Getrag DMT-6 six-speed transmission help put the power to the ground.

2008 Dodge Caliber SRT4 Pricing:

The 2008 Dodge Caliber SRT4 is well-equipped and has a U.S. MSRP of \$22,995 (including \$560 destination).

Among the standard features included are: turbocharged 2.4-liter I-4 World engine with Dual Variable Valve Timing; Getrag DMT6 six-speed manual transmission; unique hood with functional air scoop; performance four-wheel anti-lock disc brakes with vented front brake rotors; Electronic Stability Program; advanced multi-stage driver and front passenger air bags; supplemental side window curtain air bag; driver inflatable knee blocker; air conditioning with particulate and odor air filter and Chill Zone™ beverage storage cooler; illuminated cup holders; 12-volt power outlet; 115-volt auxiliary power outlet; sliding armrest with cell phone holder; performance-oriented instrumentation including a center-mounted tachometer; sport seating with aggressive bolstering and performance fabric inserts and SRT-unique 19-inch cast aluminum painted wheels.

Popular Options

- Kicker/SRT Livin' Loud audio system (late availability) \$1,190
- Power-express open/close sun roof \$ 795
- 19 x 7.5-inch polished aluminum SRT wheels \$ 400

The all-new 2008 Dodge Caliber SRT4 is built at the Chrysler Belvidere Assembly Plant on the same assembly line with the Dodge Caliber SE, SXT and R/T models, the Jeep® Compass and Jeep Patriot.

Dodge barrage continues

With more than 1.3 million vehicles sold globally in 2006, Dodge – Chrysler's best-selling brand – continues its product offensive for the 2008 model year with the all-new Dodge Grand Caravan, Dodge Avenger and Dodge Caliber SRT4, and the new Dodge Viper SRT10, Dodge Dakota, Dodge Magnum and Dodge Magnum SRT8.

Dodge is the fifth largest nameplate in the U.S. automotive market. Overall, Dodge has a 7-percent market share in the U.S.

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 16-percent market share. Dodge is also entering key European volume segments with Nitro and Caliber.

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