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Dodge Brand Expands in Asia with Bold Design and Advanced Powertrains

- Simple and aggressive, the Dodge Demon Concept has its Asian premiere
- Attractive, bold design is showcased across the Dodge line-up at the 2007 Tokyo Motor Show

October 21, 2007, Tokyo - Dodge, which was launched in Japan in June 2007, is an American brand that combines bold, aggressive Dodge styling with power and performance, fuel efficiency, innovative interior features and high levels of safety and reliability. Dodge vehicles command attention and clearly reflect the Dodge brand DNA: bold, powerful, capable and "smart."

At the 2007 Tokyo Motor Show, Dodge makes its presence known with the Asian premiere of the Dodge Demon Concept, in addition to four production models to be introduced in the Japanese market. Dodge Caliber is a hatchback with distinctive styling and unique features, all at a reasonable price. Dodge Nitro is a mid-size SUV with bold, masculine styling and real attitude. Dodge Avenger is a mid-size sedan with innovative technologies and outstanding features for an active lifestyle. Dodge Charger SRT8 is an exhilaratingly fast "muscle car" reborn from the 60's and now in sedan form. All four models are distinctively Dodge with the imprint stamped into its DNA.

Dodge Demon Roadster 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. The exterior design is simple yet bold, featuring an energetic combination of curves and intersecting planes. In the manner of timeless British sports cars, the interior of the Dodge Demon is purposely functional, not frivolous. The Dodge Demon Concept is an affordable Dodge sports car that merges brand cues of bold design and powerful performance with an open-air "fun-to-drive" attitude.

Dodge Caliber

Dodge Caliber's proportions are more of an SUV than many of today's front-wheel-drive cars. Drivers sit higher, providing a command-of-the-road view. A black graphic appliqué runs the length of Caliber's roof and melds into an integrated spoiler, creating a coupe-like side view. Unique glass-to-body proportions give the Caliber a tough, protective presence, while the forward sweep of the tailgate emphasises Caliber's sporty profile. The signature crosshair grille gives Caliber the distinct face of Dodge and defines its strong, muscular front view, adding a sophisticated quality to the Caliber's bold appearance. Caliber's wheels are pushed out to the corners to minimise front and rear overhangs, maximise the crushable zone in the engine compartment and optimise the rear seat package.

Dodge Caliber is loaded with the 2.0-litre four-cylinder World Engine. This engine is a product of the Global Engine Manufacturing Alliance (GEMA), which is a joint venture between DaimlerChrysler, Hyundai Motor Company and Mitsubishi Motors Corporation. The World Engine family is targeted to improve fuel efficiency by 5 per cent compared with the engines they replace – rivalling the best four-cylinder engines in the world. Caliber's newest generation of Continuously Variable Transaxle, or CVT, provides a throttle response that will seem very natural to the driver, and also features an available Auto Stick feature that gives the driver manual control and the feeling of six stepped gears.

Dodge Nitro

The styling of the new Dodge Nitro is very distinctive. Nitro owes its masculine appearance to a number of elements: the signature Dodge crosshair grille with its three-dimensional ram's head, prominent fender flares, substantial body size and high beltline. The wheels of the Nitro are pushed to the corners, reinforcing the performance and capability of the vehicle. Wide, large diameter tyres reinforce the bold Dodge ethos so clearly expressed by the brand's new SUV.

The 3.7-litre SOHC V-6 petrol engine provides a standard engine that is efficient, durable and smooth, with the best power and torque among its key competitors. Dodge Nitro also offers a 4x4 drivetrain to provide customers with a safe, confident drive on slippery or loose surfaces and in poor weather conditions such as heavy rain and snow. The 4x4 system is selective by switching between rear-wheel drive and 4WD part-time.

Dodge Avenger

From the front, there is no mistaking Dodge's heritage in Avenger's aggressive exterior lines. The brand's signature crosshair grille and large, modern quad headlamps add to Avenger's menacing glare. The Avenger's chrome grille accentuates the vehicle's serious, almost sinister appearance. The vehicle's side profile has muscular rear shoulders, a distinctive "kick-up" in the rear doors, large diameter wheels and tires and a sleek rear spoiler. Avenger's long greenhouse is accentuated by black appliques on the B-pillars, which make this sedan look like it's pouncing forward, even when it is at a standstill.

The front-wheel-drive Dodge Avenger is built on the Chrysler company's new D-segment platform. It features a four-wheel independent front suspension and is fitted with a 2.7-litre V-6 petrol engine.

Dodge Charger SRT8

The Dodge Charger – which has re-established the famous Dodge performance nameplate – was created to leverage all of the performance resources within Chrysler LLC. Its standard SRT-tuned 6.1-litre HEMI[®] engine has a maximum output of 317 kW (431 ps) and a 0-100 km/h time in the low-five-second range, world-class ride and handling, benchmark braking, functional and aggressive-looking exterior enhancements, and a race-inspired interior. The Charger's design suggests speed and performance, attributes that are accentuated in the Charger SRT8. SRT touches such as the front air dam, hood scoop and rear spoiler are not only visual hallmarks of a true muscle car, they are also functional performance enhancements.

Race-inspired interior appointments in the Dodge Charger SRT8 start with power-adjustable, deeply sculpted sport seats in the front, fitted with performance suede inserts to hold occupants during manoeuvring. Rear seats have matching performance suede inserts. All seats have contrasting red stitching.

Dodge Brand

The name Dodge itself was famous in automotive circles long before the founding brothers, John and Horace Dodge, actually built a car of their own. In 1914, the Dodge brothers announced plans to set up their own company; Dodge Brothers Inc. The first Dodge car — dubbed "Old Betsey" — plain in appearance, but built to the Dodge brothers' exacting standards, was accepted instantly and overwhelmingly. The reason was simple — it was a practical design with a quality reputation that people could trust at the modest price of \$795. Today, with more than nine decades of fine history and a superb pedigree, the famous American Dodge brand also enjoys a strong fan base in many parts of the world outside the USA.

With a U.S. market share of 6 per cent, Dodge is the best-selling brand for Chrysler LLC 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 line-up for the Japanese market will now include the following models: Caliber, Nitro, Avenger and Charger SRT8.

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