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## **Dodge Invites Two Lucky Lovebirds to Start Their Journey of a Lifetime at the 100th Chicago Auto Show**

- The car-loving couple will win an all-expense paid wedding ceremony and an all-new 2009 Dodge Journey
- Consumers who are interested in celebrating Valentine's Day as husband and wife, and with a new ride, can register online at [www.DodgeJourneyOfALifetime.com](http://www.DodgeJourneyOfALifetime.com)

December 3, 2007, Auburn Hills, Mich. - With this Journey, one loving couple will wed. In honor of the 100th anniversary of the Chicago Auto Show and the launch of the all-new 2009 Dodge Journey, Dodge is proposing that couples register for a chance to tie the knot on the auto show floor and start their "Journey" of a lifetime as husband and wife. As part of the "Dodge Journey of a Lifetime" contest, Dodge will select one car-loving couple to win an all-expense paid wedding ceremony to take place on Valentine's Day and an all-new 2009 Dodge Journey.

According to a study conducted by the Condé Nast Bridal Group, approximately 20 percent of couples get engaged during the holidays. Dodge will help one of these couples speed up the start of their "Journey" together by throwing a Dodge-themed winter wedding at the Chicago Auto Show. The wedding couple will be the center of attention as 100 of their closest family members and friends will be invited to celebrate their marriage, as well as the 100th Chicago Auto Show.

While some couples may prefer a quiet ceremony, the couple who wins the "Dodge Journey of a Lifetime" wedding will be a bold, adventurous duo. The ceremony will bring all of the wedding essentials to life, including the dream wedding dress, walk down the aisle, wedding reception – complete with a Journey cover band – wedding cake, floral bouquets and more.

"The 2009 Dodge Journey is the perfect vehicle to help newlyweds crossover from single life to married life. It marries the overall efficiency of a passenger car and traditional SUV features with minivan practicality to create the perfect union," said Mike Accavitti, Director – Dodge Brand and SRT Marketing and Communication. "Dodge is known for 'grabbing life,' so we wanted to help one couple in love 'grab life' and start their journey on the right road with a bold wedding ceremony and a new set of wheels to get them there – the all-new Dodge Journey."

### **How to Say "I Do"**

Couples can register online at [www.DodgeJourneyOfALifetime.com](http://www.DodgeJourneyOfALifetime.com) for a chance to be married at the Chicago Auto Show. Residents from Illinois, Missouri, Iowa, Wisconsin, Indiana, Michigan, Ohio and Kentucky can register online, beginning Tuesday, Dec. 4 at 12:01 a.m. (ET) until Tuesday, Jan. 22 at 5 p.m. (ET). To enter, potential contestants will be asked to answer the question, "Why should Dodge select you to start your 'Journey' of a lifetime together at the Chicago Auto Show on Valentine's Day, February 14, 2008?" and submit a photo of themselves as a couple. All participants must be 18 years or older and hold a valid driver's license at the time of entry.

The finalist couples will be announced during the week of Jan. 21. The winning couple will be selected that week and married on Thursday, Feb. 14.

### **About the Dodge Journey**

The all-new 2009 Dodge Journey is the Dodge brand's newest crossover vehicle, offering a unique combination of

versatility and flexibility in a sporty, sexy package. The all-new vehicle takes the practicality of a minivan, the capability of a sport-utility vehicle (SUV) and the overall efficiency of a passenger car and blends all the best attributes of each into an all-new "right-sized" crossover for the Dodge brand. With a bold, sporty design, the new, fun-to-drive Dodge Journey continues the Dodge brand's global expansion.

#### **About the Dodge Brand**

With a U.S. market share of 6.4 percent, Dodge is Chrysler LLC'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. In the highly competitive truck market, Dodge has a 15 percent market share. Recently, Dodge introduced the all-new 2008 Dodge Grand Caravan with 35 new or improved features including the newest innovation, the Swivel 'n Go™ seating system. Dodge is entering key European volume segments with Nitro, Caliber and Avenger. The all-new 2009 Dodge Journey will debut in the 2008 calendar year, and will be available outside North America in both left- and right-hand drive in mid-2008. Also in 2008, Dodge will introduce its modern muscle car, the all-new Dodge Challenger.

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