

Bold, Powerful Proportions and Edgy Lines Define “Right-sized” Dodge Journey Crossover

- Dodge brand journeys into crossover segment with all-new design
- Strong stance, available 19-inch wheels and tires, chrome crosshair grille solidify bold Dodge styling

January 31, 2008, Auburn Hills, Mich. - The Dodge brand continues to strengthen its global presence with the 2009 Dodge Journey. This all-new crossover is unmistakably Dodge, with powerful, muscular exterior styling cues that evoke the capable look associated with SUVs, perfect proportions that make it the right size for city streets and easy garage parking and interior features and flexibility unseen before in the segment.

“The Journey combines the bold attitude of Dodge with excellent interior versatility designed to satisfy buyers’ rapidly changing demands,” said Trevor Creed, Senior Vice President – Design. “Journey is the perfect right-sized vehicle for people who want the prestige of an SUV, but need the functionality and utility of a minivan.”

The Dodge Journey adapts the company’s D-segment architecture also used on the Dodge Avenger. In fact, from the B-pillar forward, Journey shares architecture with its Avenger sibling. However, Journey’s 113.8-inch (2890 mm) wheelbase is 4.9 in. (124 mm) longer than Avenger’s to accommodate its available third-row seating for as many as seven passengers and additional cargo space. Rearward of the C-pillar, the body possesses a unique shape for passengers and cargo. An additional D-pillar reinforcement that spans the floor to the roof enhances occupant protection and reduces noise, vibration and harshness.

From the front, Journey’s signature crosshair chrome grille with the Dodge Ram’s head stamped in the center hammers home the Dodge brand message that Journey is bold, powerful and capable. Modern-looking quad halogen headlamps provide excellent road lighting. Available fascia-mounted fog lamps strengthen the contemporary look and help boost visibility during bad weather. Body-color fascias provide a monochromatic look that neatly frames the chrome crosshair grille and headlamps.

Setting it apart from the crossover pack, Dodge Journey boasts available 19-inch wheels and tires, which define its strong stance. From the side view, Dodge Journey’s horizontal aluminum hood, long daylight opening and low-gloss black appliques on the B- and C-pillars give the appearance of a long greenhouse. Sculpted wheel arches emphasize Journey’s sporty, athletic appearance. Dodge Journey’s beltline is more angled in front, but less so toward the rear, mimicking the top of the tail lamp shape, which makes it easier for rear-seat passengers to see out the windows—a bonus for pint-sized passengers. Available high-contrast black cross rails with buffed stainless steel side rails add capability and complete Journey’s side view.

The Dodge Journey’s rear view elicits as much excitement as the front. The Journey’s lightweight composite liftgate includes an integrated spoiler that delivers improved aerodynamics. A Light-emitting Diode (LED) center high mounted stop lamp (CHMSL) is mounted in the liftgate header above the glass. Like the integrated spoiler above it, the outer surface of the CHMSL is styled for aerodynamics. Four-piece jeweled red tail lamps span the width of both the liftgate and the body and feature unique curves that give the Journey added style and sportiness. The rear glass on the liftgate’s lower edge follows the curvature of the tail lamps to improve visibility through the rear window. Extra shimmer that adds gleam to the Journey’s performance capability comes from the chrome-tipped dual exhausts, which are standard on vehicles equipped with a 3.5-liter V6 engine.

Dodge Journey will be available in Inferno Red Crystal Pearl Coat, Light Sandstone Metallic Clear Coat, Melbourne Green Pearl Coat, Deep Water Blue Pearl Coat, Silver Steel Metallic Clear Coat, Bright Silver Metallic Clear Coat, Brilliant Black Crystal Pearl Coat and Stone White Clear Coat.

Spacious Interior Room for the Entire Journey

A key target for the Dodge Journey’s design team was to deliver a spacious, practical, flexible interior, with seating and innovative storage features typically only found in a minivan, and the final product delivers the complete package.

"The Dodge Journey's interior design theme focuses on form following function," said Joe Dehner, Vice President – Small, Family and Premium Vehicle Design. "Journey's simple, modern interior design features softer surfaces and a color scheme that complements its interior flexibility and innovations."

In addition to seating and storage features, Dodge Journey's versatile and functional interior features soft, directional LED lighting and many soft surfaces that are pleasing to touch.

LED lights provide illumination for front-seat passengers, and high-intensity pinpoint lighting lets passengers read maps or books without distracting the driver.

A combination of Dark Slate Gray and Medium Slate Gray materials is available on SE model seats. A two-tone combination of Dark Slate Gray and Light Graystone or Dark Pebble Beige and Light Pebble Beige is available on SXT and R/T model seats. A premium soft-skin instrument panel provides a sense of quality and craftsmanship. Chrome accents the upper center bin latch, door handle, shifter bezel and door lock knobs. Journey R/T models add chrome touches on radio and climate control knobs and instrument panel center bezel.

The 2009 model-year Dodge Journey also features three types of seat upholstery. Cloth seats are standard on the SE model. YES Essentials® stain-resistant, odor-resistant, anti-static cloth seat fabric is available on the SE model and standard on the SXT model. Leather seats are standard on the R/T model.

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