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## **Chrysler Canada Showcases All-New 2008 and 2009 Cars and Trucks at the 2008 Canadian International Automobile Show**

- Chrysler Canada Keeps momentum going into 2008 with new products
- 2008 Dodge Challenger SRT8 Makes Canadian Debut in Toronto
- 2009 Dodge Ram 1500 Makes Canadian Debut in Toronto
- 2009 Dodge Journey Makes Toronto Debut

February 13, 2008, Toronto - Chrysler Canada, the number two seller of automobiles in Canada, is using The 2008 Canadian International Automobile Show, February 15-24, as a stage to show off for the first time together three of its most important new vehicles coming to market in 2008. Chrysler Canada President and CEO Reid Bigland and Chrysler LLC Vice President – Design Ralph Gilles introduced the 2008 Dodge Challenger SRT8® modern muscle car, the all-new 2009 Dodge Ram 1500 pickup truck and the 2009 Dodge Journey fuel-efficient crossover. The 2009 Dodge Journey will hit the Canadian market this month followed by the 2008 Dodge Challenger SRT8 this summer and the 2009 Dodge Ram 1500 goes on sale this fall.

According to Mark Bosanac, Vice President – Marketing, Chrysler Canada, “2008 will be a great year for Chrysler Canada in terms of exciting new products that are well-aligned with the Canadian market. We are using the Toronto show to introduce together for the first time in Canada three of the critically important new models that will be arriving in dealer showrooms this year. The Challenger is one of the most anticipated new models to hit the market in years and the Dodge Ram and Dodge Journey are exactly the kind of vehicles Canadian consumers are demanding today.”

For 2007, Chrysler had a perfect 12 for 12 months of sales growth and gained more incremental new customers than any other carmaker. Powering the positive sales results in 2007 were the market’s third best-selling vehicle, the Dodge Grand Caravan, and the fifth best-selling vehicle, the Dodge Ram, and the entire Jeep® brand lineup. Chrysler Canada sold 232,859 vehicles in 2007 through 460 Chrysler, Jeep and Dodge dealers.

### **2009 Dodge Journey**

Dodge Journey crossover delivers great value and unsurpassed function and flexibility starting at \$19,995.

- Dodge Journey provides exceptional content and value with available third-row seating for up to seven passengers and a state-of-the-art all-wheel-drive system
- Dodge Journey is Canada’s best priced four cylinder, seven passenger vehicle
- Bold Dodge styling, perfect proportions define right-sized crossover
- Standard safety features include multi-stage front driver and passenger air bags, front-seat-mounted side air bags and three-row side-curtain air bags

The 2009 Dodge Journey gives buyers a crossover vehicle that meets life’s changing demands by offering unsurpassed versatility and flexibility in a sporty, stylish package.

“The Dodge Journey’s \$19,995 price tag and fuel efficient four-cylinder engine should make it the next Dodge-brand vehicle to have a big sales impact in Canada,” said Mark Bosanac.

Clever, flexible seating and storage combinations include standard five-passenger seating with spacious cargo room and available third-row seating for carrying up to seven passengers. Spacious storage bins, hidden in the floor and under the front passenger seat cushion, combined with the standard Chill Zone™ for beverage storage provides comfort and versatility. A choice of the fuel-efficient 2.4-liter four-cylinder World Engine on the SE model or 3.5-liter V-6 engine with six-speed Auto Stick and dual exhaust on the SXT and R/T models, make Dodge Journey incredibly flexible, functional and fun-to-drive.

Safety also is at the top of mind for customers, and the Dodge Journey delivers with standard multi-stage front driver and passenger air bags, standard front-seat-mounted side air bags, standard three-row side-curtain air bags, standard four-wheel disc antilock brakes (ABS), standard Panic Brake Assist, standard Electronic Stability Program (ESP), standard Electronic Roll Mitigation, standard Trailer Sway Damping and available back-up camera.

### **2009 Dodge Ram 1500**

All-new 2009 Dodge Ram breaks from the herd with all-new, bold, powerful, "get-out-of-the-way" Dodge Ram design and more than 35 new or improved features.

- All-new 2009 Dodge Ram to arrive this fall, Light-duty diesel and dual-mode hybrid to arrive after 2009
- Dodge Ram's first-ever crew cab gives Dodge entry into the largest and fastest-growing part of the market. Crew cab accounts for 47 percent of market
- New 5.7-liter HEMI® V-8 provides more horsepower (380 hp) and torque (404 lb.-ft.), with increased fuel economy (an estimated 4 percent)
- New interiors with premium seating, soft-touch materials, redesigned controls
- Industry-first RamBox cargo management system (crew cab) includes versatile, weatherproof, lockable, illuminated and drainable storage bins built into bed rails
- First-in-segment "store in the floor" storage bins with removable liners
- First-in-segment heated and ventilated front seats
- Heated rear seats and heated steering wheel also available
- First-in-segment coil-spring, multilink rear suspension fitted to a solid rear axle provides ride and handling capabilities unexpected in a pickup truck
- More than 30 safety features, including four-wheel Anti-lock Brake System and Electronic Stability Program with Hill Start Assist and Trailer Sway Control

"The Canadian truck market is such a significant segment that in 2007, pickup trucks made up four of the eight best selling vehicle nameplates in the industry, with Dodge Ram becoming the 5th most popular," said Mark Bosanac, Vice-President – Marketing for Chrysler Canada Inc. "To further build on our truck leadership, we designed the 2009 Dodge Ram to be the most stylish and useful truck out there."

In addition to the new-generation 5.7-liter HEMI which produces 380 hp (283 kW) and 404 lb.-ft. (548 N·m) of torque, the all-new 2009 Dodge Ram offers a 4.7-liter V-8 providing 310 horsepower (231 kW) and 330 lb.-ft. (447 N·m) of torque, and a 3.7-liter V-6 generating 215 horsepower (160 kW) and 235 lb.-ft. (319 N·m) of torque; a six-speed manual transmission and four- and five-speed automatic transmissions; part-time and on-demand four-wheel drive transfer cases; and 3.21, 3.55, 3.92 and 4.10 axle ratios.

The all-new 2009 Dodge Ram is offered in standard cab, Quad Cab® and crew cab, with three box lengths: 8-foot or 2,438 mm (regular cab), 6-foot-4-inches or 1,951 mm (regular cab and Quad Cab), and a new-for-2009 box length of 5-foot-7-inches or 1,737 mm (crew cab). Five trim levels are available, each with a unique appearance: ST, SLT, TRX, Sport, and the top-of-the-line Laramie.

The all-new 2009 Dodge Ram crew cab features an available first-in-segment RamBox cargo management system that provides weatherproof, lockable, illuminated and drainable storage compartments integrated into both fender sides for effortless access and convenience.

The all-new interior of the 2009 Dodge Ram stands out with a renewed emphasis on craftsmanship expressed in premium interior appointments including six-ring instrumentation, redesigned controls, chrome accents, premium seating with improved bolsters and two-tone upholstery. An automatic-transmission floor shifter, incorporated into a configurable center console, is available for the first time in a Dodge Ram. All 2009 Dodge Ram interiors are significantly upgraded with "soft-touch" materials that feature industry-first two-tone technology and premium fit and finish. Full-width contrasting stitching is offered on soft-touch instrument panels for Sport and Laramie models.

Another new segment-first innovation for the 2009 Dodge Ram crew cab is a pair of "store in the floor" bins with removable liners that offer even more versatile storage – large enough for ten 12-ounce beverages and ice.

### **2008 Dodge Challenger SRT8**

Dodge Introduce a thoroughly modern muscle car, the all-new 2008 Challenger SRT8®, to be built in Brampton, Ontario.

- The American muscle coupe is back, packed with modern technology
- Introduction begins with limited-edition Dodge Challenger SRT8 models
- Complete, broader Challenger lineup details and pricing still to come

In 2008, Canadian automotive enthusiasts will get their chance to buy the built in Canada Dodge Challenger SRT8. The modern muscle car will be powered by 6.1-liter HEMI® V-8 engine mated to a five speed automatic transmission with AutoStick. 2008 Challenger SRT8 models will be available in Black and HEMI Orange. All will feature dual “carbon-fiber” hood stripes, harkening back to the original Dodge Challenger.

“The 2008 Dodge Challenger SRT8 offers pure American pony-car muscle,” said James Press, Vice Chairman & President – Chrysler LLC. “With styling that stays true to Challenger’s original heritage, an abundance of modern amenities and cutting-edge technology, the 2008 Dodge Challenger SRT8 will deliver the SRT credo of benchmark performance at a tremendous value.

“The Challenger SRT8 is only the beginning of the story, as we’ll soon follow with a complete lineup of Challenger models that will offer a wide array of features and deliver outstanding value for our customers,” Press added.

The all-new 2008 Dodge Challenger SRT8 showcases the renowned, five key aspects of every 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 Challenger SRT8 will unquestionably deliver in all five areas.

Interior 2008 Dodge Challenger SRT8 highlights include race-inspired leather seats with added bolstering and an exclusive orange accent stripe, exclusive stitched accents on the seats and steering wheel, four-bomb gauges with tachometer and speedometer in the center, and an SRT-exclusive Reconfigurable Display (RCD) with Performances Pages that provide drivers instant feedback on 0–60 mph time, 60–0 mph braking, g-forces and ¼-mile time.

The all-new 2008 Dodge Challenger SRT8 will be built at the Chrysler Canada Assembly Plant in Brampton, Ontario, on the same assembly line with the Dodge Charger, Charger SRT8, Magnum, Magnum SRT8, Chrysler 300 and Chrysler 300 SRT8 vehicles.

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