

## **2009 Dodge Nitro Offers Space, Functionality and Flexibility in Mid-size SUV Segment**

August 31, 2008, Auburn Hills, Mich. - Since its introduction in 2007, the Dodge Nitro has ignited the mid-size sport-utility (SUV) segment with its bold, aggressive styling and performance to match. It offers all the mid-size SUV must-haves: space, functionality and flexibility. Nitro's fold-flat first-row passenger seat and second-row seats offer a variety of loading options. The Load 'N Go™ cargo floor slides 18 inches rearward for easy loading and unloading and holds as much as 400 pounds. Combined with its spacious five-passenger interior, these features give the 2009 Dodge Nitro distinctive style, sporty performance and cargo flexibility.

The Dodge Nitro is the first mid-size SUV for the Dodge brand and complements its lineup of cars, minivans, trucks, commercial vehicles and a full-size SUV.

Chassis improvements for 2009 Dodge Nitro include stiffer rear axle shafts, retuned springs, shocks, anti-roll bars and steering gear valve. These enhancements provide a more precise, linear feel and improve steering and handling. Additional improvements to brake pedal feel are achieved through a retuned booster, low rollback calipers and a revised brake pedal ratio.

### **WHAT'S NEW FOR 2009**

#### **Exterior:**

- Deep Water Blue Pearl Coat replaces Modern Blue Pearl Coat

#### **Interior:**

- Floor mats standard on all models
- Standard Auto Unlock at exit
- Rear dome lamp standard on all models
- Remote express-open front windows standard on SLT and R/T models

#### **Powertrain / Chassis:**

- Standard automatic transmission
- Retuned muffler on 4.0L V-6 engine
- Stiffer rear axle shafts for more precise, linear vehicle handling
- Retuned springs, shocks, anti-roll bars, steering gear valve and stiffer rear axles improve steering and handling
- Retuned booster, low rollback calipers and revised brake pedal ratio improve brake pedal feel

#### **Packages:**

- uconnect gps (which includes auto-dimming rearview mirror with microphone, SIRIUS Satellite Radio and uconnect phone)
- Rear DVD Entertainment System (which includes gaming system and wireless headphones)
- Trailer Tow Group (which includes heavy-duty engine cooling, power steering cooler, Class III receiver hitch, four-pin connector wiring and full-size spare tire)
- Premium Sound Group (which includes Infinity® speakers and subwoofer plus 6-disc CD radio)
- Convenience Group (which includes ParkSense® Rear Park Assist System, Remote Start and uconnect phone)
- SE Sun and Wheel Group (which includes sun roof and 17-inch polished chrome wheels)
- SLT Sun and Wheel Group (which includes sun roof, 20-inch chrome clad wheels and performance suspension)

## DESIGN

To achieve a distinctive, bold appearance unlike anything in its segment, Dodge Nitro designers incorporated design elements and themes that are strong and confident. These characteristics proportion the vehicle like no other in its class. The result is the unmistakable Dodge Nitro with its purposeful, capable and assertive stance. There are three models – Dodge Nitro SE, Dodge Nitro SLT and Dodge Nitro R/T.

Basic to every Dodge vehicle is the bold crosshair grille, which is just one of many design elements that define the cool persona and tough attitude of Dodge Nitro. The grille is emblazoned with a hefty three-dimensional ram's head. Jewel-like rectangular headlamps prominently wrap the corners of the vehicle, and a clamshell hood with strong character lines completes the front end.

The side of the vehicle features a deep body section and high beltline, which add to the vehicle's confident appearance. Chrome vents positioned on each front fender complement the vehicle's modern design and contemporary flair. Short front and rear overhangs, not typical of a mid-size SUV, contribute to the vehicle's forceful expression. Wheels pushed to the corners, with powerful-looking wheel arches, convey Nitro's confident stance. Twenty-inch, chrome-clad aluminum wheels and tires are standard on the Dodge Nitro R/T and optional on the Dodge Nitro SLT.

The interior of the five-passenger Dodge Nitro is spacious, functional and flexible. The headliner allows maximum head room, and there is plenty of leg room for first- and second-row passengers.

The Dodge Nitro SLT and Dodge Nitro R/T have chrome details on the steering wheel, instrument cluster, center console, HVAC controls and door handles. The gear shifter and control buttons are substantial in size and bold by design.

The Dodge Nitro has a fold-flat front passenger seat, as well as fold-flat second-row seats. Second-row seats also recline for added passenger comfort. The standard Load 'N Go™ cargo floor on the Dodge Nitro SLT and Dodge Nitro R/T slides 18 inches rearward for easy and convenient loading and unloading of packages. The Load 'N Go cargo floor can hold 400 pounds and is made of a heavy-duty plastic for easy cleaning. A reversible load floor is standard on the Dodge Nitro SE models and a compact utility table is optional.

## ENGINEERING

Chassis improvements for 2009 Dodge Nitro include stiffer rear axle shafts, retuned springs, shocks, anti-roll bars and steering gear valve. These enhancements provide a more precise, linear feel when driving and improve steering and handling. Additional improvements to brake pedal feel are achieved through a retuned booster, low rollback calipers and a revised brake pedal ratio.

### Two Powerful Engines:

#### 3.7-liter SOHC V-6

The 3.7-liter SOHC standard V-6 engine on the 2009 Dodge Nitro SE and SLT models is efficient, durable and smooth. It produces 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (319 N•m) of torque @ 4,000 rpm. Refinements in the valve train and combustion chamber enhance low-speed torque, while providing a smooth idle and minimal engine noise. A sophisticated electronic throttle control system tailors throttle response to pedal movement based on operating conditions and maintains a consistent vehicle speed on rolling grades when cruise control is active. There is also an exhaust gas recirculation valve on the engine that helps increase fuel economy.

#### 4.0-liter SOHC V-6

The performance-oriented, 4.0-liter single-overhead-cam (SOHC) V-6 engine that is standard on the Dodge Nitro R/T model is designed to provide the power and torque required to make the vehicle a leader in the mid-size SUV segment. The engine delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm. The 4.0-liter SOHC V-6 engine provides more power and torque than the 3.5-liter engine on which it is based with an emphasis on low- and mid-range operation to meet the needs of the day-to-day driver.

For key diesel markets outside North America, the Dodge Nitro is offered with a diesel engine.

## **Two Suspension Systems**

The 2009 Dodge Nitro features a coil-spring independent front suspension and a five-link, coil-spring rear suspension. The independent front suspension gives the driver an optimum combination of ride, handling and steering, providing a greater sense of control and precision. The solid five-link rear suspension, including upper and lower trailing links and track bar, provides higher lateral stiffness for vehicle responsiveness and outstanding handling. Ample suspension wheel travel maintains consistent ride quality, especially when the vehicle is loaded or towing a trailer.

## **Sport Suspension**

Dodge Nitro SE features a sport suspension that delivers responsive handling with a comfortable ride. This tuning offers a strong balance between ride comfort and nimble, confidence-inspiring handling. The sport suspension is designed to appeal to a cross section of buyers looking for comfort and solid on-road performance.

## **Performance Suspension**

A performance suspension is offered on the Dodge Nitro SLT and R/T models. This suspension emphasizes responsive, fun-to-drive handling accompanied by a firm ride. This system features a revised sway bar, springs, shocks, bushings and 20-inch tires and wheels for improved cornering and increased traction.

## **Steering System**

The effort, feel and response on the Dodge Nitro's rack-and-pinion steering system are tuned for each available suspension and give the driver precise control and positive feedback from the steering force exerted by the tires. The steering linkage design allows for a tighter turning circle.

## **Choice of Two Transmissions**

Two transmissions are offered on the Dodge Nitro: a four-speed automatic and a five-speed automatic.

## **Part-time Four-wheel Drive**

The Dodge Nitro features a part-time four-wheel-drive system. Two-wheel- and four-wheel-drive modes are electronically controlled by a switch in the center console, which can be selected at any time with the part-time four-wheel drive system.

## **Exceptional Braking Capability**

Four-wheel-disc, anti-lock brakes (ABS) are standard on the Dodge Nitro. The vehicle's larger rotors contribute to excellent stopping and handling capability. All-speed traction control is standard on the Dodge Nitro and is engineered to transfer torque from one wheel to another on the same axle when wheel slip conditions are detected.

Also standard on the Dodge Nitro is an Electronic Stability Program (ESP), which helps the driver maintain vehicle directional stability in severe maneuvers on any type of surface. Using signals from sensors throughout the vehicle, ESP determines the appropriate brake and throttle adjustments.

## **PRODUCT HIGHLIGHTS**

The Dodge Nitro's bold, powerful, street-smart design statement has ignited the mid-size SUV segment, which is typically characterized by conservative styling

- Dodge Nitro's design is unlike any mid-size SUV on the road today. The Dodge Nitro's bold styling and aggressive stance are what make the vehicle stand out in a crowd
- Signature Dodge crosshair grille, deep body section, high beltline and strong wheel forms add to the vehicle's confidence
- It has attitude

Dodge Nitro is the first mid-size SUV for Dodge and complements the brand's lineup of passenger cars, minivans, trucks, commercial vehicles and a full-size SUV

- As the first mid-size SUV for the brand, Dodge Nitro personifies the bold, powerful and street-smart attitude of Dodge
- The Dodge Nitro continues the brand's history of creating game-changing products and features

The five-passenger Dodge Nitro is designed to attract a customer seeking distinctive style, sporty performance and cargo flexibility

- The interior of the five-passenger Dodge Nitro is spacious, functional and flexible for people and cargo
- The Dodge Nitro has innovative cargo seating flexibility and seats five passengers comfortably. The vehicle offers fold-flat front-passenger and second-row seats. Second-row seats recline for added passenger comfort
- Dodge Nitro offers two cargo floors – a reversible load floor standard on Dodge Nitro SE and Load 'N Go™ cargo floor standard on Dodge Nitro SLT and Dodge Nitro R/T
- The Dodge Nitro offers three models – Nitro SE, Nitro SLT and Nitro R/T
- The Dodge Nitro R/T's 4.0-liter SOHC V-6 engine, performance suspension and 20-inch chrome-clad aluminum wheels and performance tires redefine the mid-size SUV driving experience
- Options include Remote Start, ParkSense,® uconnect gps (which includes a 30-gigabyte hard drive for storing as many as 6,700 MP3, AAC or WMA compressed format songs and JPEG photos onto the hard drive, navigation and real-time traffic. In addition, movies can be displayed on the screen for entertaining passengers when the vehicle is in Park. The system also includes an integrated voice recognition system and touch screen for easy operation, premium speakers and a subwoofer)
- Excellent acceleration, braking and handling

The 2009 Dodge Nitro features a performance suspension for improved cornering and increased traction and an independent front and five-link rear suspension system

- All-speed traction control is standard
- Two V-6 engines are offered:
  - o 3.7-liter SOHC V-6 delivers 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (360 N•m) of torque @ 4,000 rpm
  - o 4.0-liter SOHC V-6 delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm
- Standard safety and security features include Anti-lock Brake System (ABS), Electronic Stability Program (ESP), Electronic Roll Mitigation (ERM) and side-curtain air bags

Dodge Nitro is designed to expand the Dodge brand's presence in international markets

- The Dodge brand is expanding to Europe and volume markets overseas, and the Dodge Nitro is part of that expansion
- The vehicle is available in markets outside North America in left-hand and in right-hand drive applications
- The Dodge Nitro's front fascia, rear fascia, taillamps and headlamps are designed to meet international requirements
- The Dodge Nitro is offered with a diesel engine in key diesel markets outside North America

## **MODEL LINEUP**

### **2009 Dodge Nitro SE**

Standard features:

- 3.7-liter SOHC V-6 engine
- Four-speed automatic transmission
- Chrome grille
- 16-inch Steel wheels
- P225/75R16 all-season BSW tires
- ABS
- Electronic Stability Program (ESP) with Electronic Roll Mitigation (ERM)
- All-speed traction control
- Sport suspension system
- Tire Pressure Monitoring (TPM)
- Roof rack side rails
- Low-back, two-toned cloth seats
- Supplemental side curtain air bags in the first and second rows
- AM/FM/CD/MP3 stereo
- Fold-flat front-passenger seat

- Reclining rear seats
- Power folding mirrors
- 12-volt power outlet
- Cargo floor with a reversible cargo tray
- uconnect studios SIRIUS Satellite Radio

### **2009 Dodge Nitro SE**

Optional features:

- Part-time four-wheel-drive system
- 17-inch aluminum wheels
- P235/65R17 outline white letters (OWL) all-terrain tires
- Leather-wrapped steering wheel with speed control
- Deep tinted glass
- Fog lamps
- Sun roof
- Compass/temperature display
- HomeLink Universal Home Security System Transceiver
- Body-color fender flares, fascias and bodyside molding
- Travel Group: Trailer tow, security alarm and full-size spare

### **2009 Dodge Nitro SLT**

Standard Features

In addition to standard and optional features on the Dodge Nitro SE, the SLT model includes:

- P235/65R17 VSB performance tires
- Load 'N Go™ cargo floor
- Two-tone seats with Stain Repel Seat Fabric
- Six-way power driver seat
- Tire pressure display
- Electronic Vehicle Information Center (EVIC)
- Power and heated folding exterior mirrors
- Leather-wrapped steering wheel with remote audio controls
- Express-up driver window and express-down driver and passenger window
- Chrome interior accents on door handles, Heating, Ventilation and Air Conditioning (HVAC) and center stack

### **2009 Dodge Nitro SLT**

Optional features:

- 17-inch polished chrome aluminum wheels
- 20-inch chrome-clad aluminum wheels and tires with performance suspension
- Rear DVD entertainment system
- uconnect tunes
- Leather, heated seats
- Convenience Group: Remote Start, ParkSense® Rear Park Assist System, uconnect phone
- Premium Sound Group: Six-disc CD/AM/FM radio, premium speakers

### **2009 Dodge Nitro R/T**

Standard Features

In addition to standard and optional features on the Dodge Nitro SLT, the R/T model includes:

- 4.0-liter SOHC V-6 engine
- Five-speed automatic transmission

- Performance suspension
- P245/50R20 VSB performance tires
- Body-color grille with bright billets
- Body-color air dam and sill molding
- R/T logo on the front seats with stitching

### **2009 Dodge Nitro R/T**

Optional features:

- Two-tone seats are available with all R/T colors; Blue only with Deepwater Blue, Red only with Inferno Red and Orange only with Sunburst Orange
- Monochrome and Slate leather, heated seats with red stitching and R/T logo

### **2009 DODGE NITRO SAFETY AND SECURITY EQUIPMENT**

Please refer to the Safety and Security Glossary for descriptions of the following available features:

- Advanced Multi-stage Air Bags
- All-speed Traction Control
- Anti-lock Brake System (ABS)
- Auto-reverse Sun Roof – Anti-pinch
- Auto-reverse Windows – Anti-pinch
- BeltAlert
- Brake Assist
- Brake/Park Interlock
- Lower Anchors and Tethers for CHildren (LATCH)
- Child-protection Rear Door Locks
- Crumple Zones
- Electronic Roll Mitigation (ERM)
- Electronic Stability Program (ESP)
- Energy-absorbing Steering Column
- Height-adjustable Seat Belts
- HomeLink Universal Home Security System Transceiver
- Interior Head-impact Protection
- Knee Bolsters
- Occupant Classification System (OCS)
- ParkSense® Rear Park Assist System
- Remote Keyless Entry
- Seat Belt Pretensioners
- Security Alarm
- Sentry Key® Engine Immobilizer
- Supplemental Side-curtain Air Bags
- Tire Pressure Monitoring (TPM)
- Trailer Sway Control
- uconnect phone

### **COLOR AVAILABILITY**

- Deep Water Blue Pearl Coat (New)
- Brilliant Black Clear Coat
- Bright Silver Metallic Clear Coat
- Inferno Red Crystal Pearl Coat
- Light Graystone Pearl Coat
- Stone White Clear Coat
- Sunburst Orange Pearl Coat

### **MANUFACTURING INFORMATION**

- 2009 model year production start: July 2008

- Production location: Toledo North Assembly Plant in Toledo, Ohio
- 3.7-liter SOHC V-6 engine: Mack Avenue Engine Complex in Detroit
- 4.0-liter SOHC V-6 engine: Trenton Engine Plant in Trenton, Mich.
- Six-speed manual transmission: Gaggenau Transmission Plant in Gaggenau, Germany (for export diesel models only)
- Four-speed automatic transmission: Kokomo Transmission Plant in Kokomo, Ind.
- Five-speed automatic transmission: Indiana Transmission Plant II in Kokomo, Ind.

## **MARKETING POSITION**

In a mid-size SUV segment dominated by bland, feminized designs, Nitro breaks the rules with a strong and imposing yet urbane style, uniquely asserting confidence and capability to which men aspire and women appreciate.

## **MARKET ADVANTAGES**

- Strong, distinctive and imposing style
- Sporty performance
- People and cargo flexibility

## **DEMOGRAPHICS**

- Gender: 51 percent male/ 49 percent female
- Median Age: 48 years old
- Median Annual Household Income: \$75,000
- Education: 39 percent with undergraduate/graduate degrees
- Household: 72 percent married/young families/couples

## **PRODUCT CHRONOLOGY**

### **2008 MODEL**

- Body-color fascia, flares and bodyside molding (SXT C Package, 2009 known as SE )
- Three new colors: Brilliant Black Pearl Coat, Light Graystone Pearl Coat, Modern Blue Clear Coat
- Two-tone seats with a choice of Inferno Red, Electric Blue or Sunburst Orange seat inserts on R/T model
- Trailer Sway Control System
- ParkSense® Rear Park Assist System
- Travel Group: Trailer tow, security alarm and full-size spare
- Convenience Group: Remote Start, ParkSense® Rear Park Assist System, UConnect®
- Premium Sound Package: Six-disc CD/AM/FM radio, six premium speakers with subwoofer

### **2007 MODEL**

- Initial introduction as a 2007 model

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