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## **2009 Dodge Sprinter Continues Leadership with Segment's Best Fuel Economy and Lowest Ownership Costs**

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Continuing its dominance as the market's top-performing full-size van, the 2009 Dodge Sprinter delivers world-class quality, performance and value with the segment's best fuel performance and lowest ownership costs.

"Since its U.S. introduction in 2003, Dodge Sprinter has consistently been recognized as the best full-size van on the market and the 2009 model is no exception," said Michael Accavitti, Director – Dodge Marketing and Global Communications. "With the most safety features, class-leading advantages and highest resale value, the 2009 Dodge Sprinter remains the work vehicle of choice for the commercial customer looking to stand out from the competition."

The 2009 Dodge Sprinter has the most class-leading attributes including best fuel performance in the full-size van segment, best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to seven feet) and widest rear-door opening (270 degrees). Its pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches.

Delivering more than 25 advanced safety and security features – most in the full-size van segment, standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals and Adaptive ESP (Electronic Stability Program) for improved functionality and safety.

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

- Gas engine no longer available
- Available electric power-sliding door for both cargo and passenger vans
- Upgraded radio system with MP3 capability
- Frame-mounted spare tire (chassis cab only)
- Available rear crossmember (chassis cab only)
- Six-disc CD changer as stand-alone option
- Wiring prep added to AM/FM/CD/radio with phone connection (optional)
- Window Group IV with emergency glass (optional)
- Available 180-degree rear door opening
- Two-stage side-door opening option
- Exterior mirror extensions (up to 96 inches) for wide-body upfits (chassis cab only)
- Exterior mirror extensions option (up to 90 inches) for wide-body upfits (chassis cab only)
- Exterior mirror without extensions option (chassis cab only)
- Optional wheel chocks (3500 models)
- Optional roof rails (cargo van only)
- Optional auxiliary fuel tap (passenger van only)
- Lamp failure monitoring delete option standard for chassis cab
- Premium Sound Package no longer available

### **DESIGN**

With its signature crosshair grille and bold styling, the 2009 Dodge Sprinter is a showcase of design excellence. Boasting a uniquely distinctive and dynamic appearance, from its enhanced unibody frame to huge sliding doors and state-of-the-art windows, the 2009 Dodge Sprinter is a striking combination of decisive and durable design, offering convenience, safety and security in a workspace optimized to provide enhanced comfort, ergonomics and functionality.

The 2009 Dodge Sprinter is available in three vehicle lengths (233, 273 and 289 inches) on two wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang. It also boasts three interior roof-height options: standard (65 inches), high (76 inches) and mega (84 inches) – the most among full-size vans.

## **ENGINEERING**

With a global reputation for innovation, superior performance and manufacturing superiority, Sprinter has consistently been a platform for innovation, technology and versatility, setting new benchmarks in the commercial van segment.

Meeting all federal emission standards, a low-emission engine enables the 2009 Dodge Sprinter to effortlessly meet the stringent power requirements needed to support a host of commercial applications. Dodge Sprinter's high-performance 3.0-liter V-6 turbodiesel engine delivers 154 horsepower (115 kW) and maximum torque of 280 lb.-ft. (380 N•m) at 1,200-2,400 rpm. Ensuring superior commercial capability, the engine delivers impressive power and a refined, smooth-running driving experience.

All 2009 Dodge Sprinter models are equipped with a standard five-speed automatic transmission, providing effortless shifting and maximum smoothness, well-spaced ratios, long service life and high fuel economy. Segment-leading fuel economy, along with oil change intervals of 10,000 miles, contributes to low maintenance costs.

## **PRODUCT HIGHLIGHTS**

2009 Dodge Sprinter boasts expanded versatility and offers more choices and features

- Dodge Sprinter offers three vehicle lengths on two wheelbases of 144 inches or 170 inches, or 170 inches extended with 15-inch rear overhang – the longest wheelbase in the segment
- Three interior roof-height options: standard (65 inches), high (76 inches) and mega (84 inches) – most among full-size vans
- 3.0-liter V-6 diesel engine with 154 horsepower (115 kW)
- Three different Gross Vehicle Weight Rating (GVWR) configurations, including maximum GVWR up to 11,030 lbs. for cargo vans and chassis cabs
- Mega-roof models provide up to seven feet of interior work space
- Standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals and Adaptive ESP for improved functionality and safety

Dodge Sprinter delivers the segment's best overall value and most best-in-class advantages

- Best fuel performance in the full-size van segment
- Lowest operating costs
- Class leader in versatility and operating performance
- Best-in-class cargo capacity (up to 600 cubic feet) and interior compartment accessibility
- Highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), interior roof height (up to seven feet) and widest rear door opening (270 degrees)
- Pallet-friendly cargo sliding door offers best-in-class loading width of 51 inches
- Unmatched upfit-friendly design for market's only full-size van specifically designed for commercial customers
- Market-leading residual value expected to continue, further setting Sprinter's residual leadership apart from competitive vans

Leadership in safety and innovation sets new benchmark in commercial van segment

- Highest level of safety technology available in the full-size van segment

- Adaptive ESP – using Load Adaptive Control (LAC) and Electronic Roll Mitigation (ERM), system determines the mass and center of gravity allowing intervention with even greater sensitivity and precision in crucial situations
- Three-point lap/shoulder belts (height adjustable for driver and front passenger) and headrests for all seats
- Advanced multi-stage driver and front-passenger air bags
- Available supplemental side-curtain and thorax air bags
- Available heated windshield with light and rain sensor
- Available ParkSense® Front and Rear Park Assist System
- Automatic adjusting headlamps
- Available high-density headlamps with high-pressure headlamp washing system
- Unique cargo protection load-securing and lashing rail system
- Unibody construction

## **2009 DODGE SPRINTER LINEUP**

### Passenger Van

- One GVW rating (8,550 lbs.)
- Two wheelbases (144 and 170 inches)
- Two interior roof heights (65 inches and 76 inches)
- One seating configuration (12-passenger)

### Cargo Van

- Three GVW ratings (8,550 lbs., 9,990 lbs. and 11,030 lbs.)
- Two wheelbases (144 and 170 inches)
- Three interior roof heights (65 inches, 76 inches and 84 inches)
- Three body lengths (233, 273 and 289 inches)

### Chassis Cab

- One GVW rating (11,030 lbs.)
- Two wheelbases (144 and 170 inches)

### Standard Equipment

- 100-amp battery
- 12-passenger seating (passenger van only)
- 16-inch wheels
- 180-amp alternator
- 215/85R16 BSW all-season tires (3500 models)
- 245/75R16 BSW all-season tires (2500 models)
- 25-gallon fuel tank
- 3.0-liter V-6 Mercedes-Benz turbodiesel engine
- 3.9 axle ratio
- Adaptive ESP
- Advanced multi-stage air bags
- Air conditioning with auto-temp control
- AM/FM CD radio
- Auxiliary fuel tap (except chassis cab)
- Auxiliary heater (Canada only)
- Auxiliary transmission oil cooler
- Cloth bucket seats
- Daytime running lamps (Canada only)
- Deactivate lamp failure monitoring (cargo van only)
- Exterior mirror extensions (up to 96 inches) for wide-body upfits (chassis cab only)
- Five-speed automatic transmission
- Floor covering front – rubber
- Floor covering rear (passenger van – rubber, cargo van – wood)

- Four-wheel Anti-lock Brake System (ABS)
- Frame-mounted spare tire (chassis cab only)
- Front and rear mud flaps
- Front-tow eye
- GVW rating 2500 cargo van, passenger van – 8,550 lbs.
- GVW rating 3500 cargo van – 9,990 lbs. or optional 11,030 lbs.
- GVW rating 3500 chassis cab – 11,030 lbs.
- Halogen headlamps
- Integrated wide-angle mirrors with turn signals
- Lamp failure monitoring delete option (chassis cab only)
- Optimized storage concept with numerous storage facilities
- Power locks
- Power windows for driver and front-row passenger
- Rear fog lamp
- Rear hinged doors – 270-degree opening (except chassis cab)
- Rear crossmember deleted (chassis cab only)
- Reclining front seats
- Right-sliding door (cargo van and passenger van only)
- Roof – standard (except 3500 cargo van)
- Roof rails for cargo vans (standard and high roof only)
- Seat belts
- Tachometer
- Tilt- and height-adjustable steering wheel
- Tire Pressure Monitoring (TPM) system (2500 only)
- Tow hook – rear (n/a on chassis cab)
- Traction control
- Triple-flash function signal lights
- Warning chimes (headlamps on)

#### Optional Equipment

- 100-amp auxiliary battery
- 16 x 16.5-inch aluminum wheels
- 180-degree rear-door opening (cargo van and passenger van only)
- 220-amp alternator
- 4.11 axle ratio
- Accessory Group
- Air conditioning – rear, heavy-duty (n/a on chassis cab)
- Auxiliary belt drive for alternator
- Auxiliary belt drive for refrigeration compressor
- Auxiliary Front Heating Group
- Auxiliary fuel tap (passenger van only)
- Auxiliary rear heat exchanger prep (n/a on chassis cab)
- Back-up camera prep
- Black painted wheels
- Bulkhead partition – no opening, fixed window, sliding window, sliding door or partition prep
- Cargo groups with load-securing rails
- Cargo partitions (cargo van only)
- Cargo sidewall panels – three
- Cargo tie-down rail system
- Cell phone prep
- Chrome trim – front fascia
- Cold Climate Comfort Group
- Comfort Seating Group
- Contractor Group

- Convenience Group
- Cooling Group
- Crew Van Group
- Daytime running lamps (U.S. only)
- Deactivate lamp failure monitoring indicator (cargo van only)
- Delete air conditioning (fleet only)
- Delete passenger-side sliding door (cargo van only)
- Delete taillamps (chassis cab only)
- Driver-side sliding door (cargo van only)
- Exit courtesy lamps
- Exterior mirror with extension (up to 90 inches) for wide-body upfits (chassis cab only)
- Exterior mirror without extensions (chassis cab only)
- Fascia – rear, gray with step pad (n/a on chassis cab)
- First-aid kit
- First-row bench seat – three-passenger (cargo van only)
- Fog lamps
- Four rear-heater groups
- Front-swivel seats (RV only)
- Glass – sunscreen (passenger van only)
- Headlamp washers
- Heated seat – driver and front passenger
- Heater – rear, auxiliary (n/a on chassis cab)
- High idle function
- High-density bi-xenon headlamps with automatic range adjustment (U.S. only)
- High-density bi-xenon headlamps with automatic range adjustment and cornering function (Canada only)
- Idle control
- Load compartment electrical wiring (chassis cab only)
- Luxury bucket seat – driver (cargo van only)
- Multi-functional steering wheel with integrated convenience controls
- Paneling
- ParkSense® Front and Rear Park Assist System
- Power-sliding doors (except chassis cab)
- Rear back-up alarm
- Rear back-up warning system (n/a on chassis cab)
- Rear window wash/wipe system (passenger and cargo van only)
- Roof – high (76 inches) or mega (85 inches)
- Roof rails (except chassis cab)
- Roof-mounted electric fan (cargo van only)
- Security alarm
- Security Group
- Side-mirror extension (up to 90 inches) for wide-body upfits (chassis cab only)
- Side-door step edge protector (cargo van only)
- Sidewall lashing rails
- Six-disc CD changer radio
- Speed control
- Step – wide metal, rear (cargo van only)
- Sun roof (front) – electric tilting (standard roof only)
- Sun roof (rear) – electric tilting (standard roof only)
- Sun roof (rear) – fixed (cargo van only)
- Thorax air bags and window air bags
- Trailer Tow Group
- Trailer tow wiring with connector (chassis cab only)
- Two-stage side-door opening (cargo van and passenger van only)
- Wheel chock (cargo van and chassis cab only)
- White painted wheels (cargo van and chassis cab only)

- Window – fixed in roof (cargo van only)
- Window Group IV with emergency glass
- Window Groups (cargo van only)
- Window trim (cargo van only)
- Windshield – heated with rain sensor
- Windshield – rain and light sensor
- Wooden floor deletion (cargo van only)

## **SAFETY AND SECURITY**

There are more than 25 advanced safety and security features. Please refer to the Safety and Security Glossary for descriptions of the following features:

- “Add-Light” System with Cornering Light Function
- Acceleration Skid Control (ASC)
- Adaptive Electronic Stability Program (ESP)
- Advanced Multi-stage Air Bag System
- Anti-lock Brake System (ABS)
- BeltAlert
- Bi-xenon High-density Headlamps
- Brake Assist System (BAS)
- Cargo Protection Load-securing and Lashing Rail System
- Constant Force Retractors (CFR)
- Electronic Brake Distribution (EBD)
- Electronic Roll Mitigation (ERM)
- Energy-absorbing Steering Column
- Integrated Remote Keyless Entry Transmitter and Ignition Key
- Knee Bolsters
- Load Adaptive Control (LAC)
- Lower Anchors and Tethers for CHildren (LATCH)
- Multi-function Steering Wheel
- ParkSense® Front and Rear Park Assist System
- Rain and Light Sensor
- Roll Movement Intervention (RMI)
- Seat Belt Pretensioners
- Security Alarm
- Three-point Seat Belts
- Tire Pressure Monitoring (TPM – 2500 models)
- Understeering Control

## **COLOR AVAILABILITY**

Twenty colors are available for the 2009 Dodge Sprinter – more color choices than any other full-size van. Available colors are:

- Amber Red Metallic
- Aqua Green
- Arctic White
- Black Blue
- Black Gray
- Brilliant Blue
- Brilliant Silver Metallic
- Calcite Yellow
- Carbon Black Metallic
- Flame Red

- Graphite Gray
- Graphite Metallic
- Hibiscus Red
- Jasper Blue Metallic
- Jet Black
- Silver Gray
- Steel Blue
- Stone Gray
- Vanda Blue
- Velvet Red

## **MANUFACTURING INFORMATION**

- 2009 model production start: September 2008
- Production location: Düsseldorf and Ludwigsfelde, Germany, with final assembly (cargo vans) in Ladson, S.C.  
Sprinters for Canada are imported through Halifax, Nova Scotia
- 3.0-liter six-cylinder CDI turbodiesel engine: Mannheim, Germany
- Five-speed automatic transmission: Esslingen-Mettingen, Germany

## **MARKET POSITION**

The 2009 Dodge Sprinter is targeted at commercial customers who want to take the performance of their commercial vehicle and business to the next level. They recognize the unmatched value of the Dodge Sprinter is beyond anything the current domestic field offers from a quality, versatility, comfort and safety point of view. The 2009 Sprinter will enable Dodge to further define the new commercial standard.

## **DEMOGRAPHICS/TARGET CUSTOMER**

### Small-business Customer

- Ten vehicles or less in fleet including one to three vans
- Entrepreneur, independent businessperson with hands-on management style
- Dealer is the one-stop shopping point of purchase (i.e., van, upfit and financing package)
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers (i.e., "mom and pop" businesses); and service and delivery (florist, dry cleaner and package/parcel, etc.)

### Small-fleet Customer

- Ten to 49 vehicles in fleet including three or more vans
- Independent manager with reliable support staff and close pulse on the business
- Maintains rigid fleet maintenance and repair schedules
- May work directly with OEM dealer commercial sales staff or large fleet representative for vehicle purchase
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; utilities/government/municipalities; and service and delivery (florist, dry cleaner and package/parcel, etc.)

### Large-fleet Customer

- 50 or more vehicles in operation
- Independent manager with reliable support staff (on- and off-site)
- Makes or recommends all fleet purchase decisions
- Buys large quantities annually
- Maintains rigid fleet maintenance records and repair schedules

- Works with large OEM fleet representative for vehicle purchases
- Outsources fleet maintenance or has fleet facility on site
- Key vocational segments include tradesmen (carpenters, electricians, roofers, HVAC, electricians, etc.); landscaping and lawn maintenance; retailers/wholesalers; agriculture/farming; utilities/government/municipalities; and service and delivery (florist, dry cleaner and package/parcel, etc.)

## **MARKET ADVANTAGES**

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- Dodge Sprinter offers three vehicle lengths on two wheelbases of 144 inches or 170 inches, or 170 inches extended with 15-inch rear overhang – the longest wheelbase in the segment
- Three interior roof-height options: standard (65 inches), high (76 inches) and mega (84 inches) – most among full-size vans
- 3.0-liter V-6 diesel engine with 154 horsepower (115 kW)
- Three different Gross Vehicle Weight Rating (GVWR) configurations including maximum GVWR up to 11,030 lbs. for cargo vans and chassis cabs
- Mega-roof models provide up to seven feet of interior work space
- Standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, AM/FM/CD radio with MP3 capability, one-touch triple-flash function turn signals and Adaptive ESP for improved functionality and safety

Dodge Sprinter delivers the segment's best overall value and most best-in-class advantages

- Best fuel performance in the full-size van segment
- Lowest operating costs
- Class leader in versatility and operating performance
- Best-in-class cargo capacity (up to 600 cubic feet) and interior compartment accessibility
- Highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), interior roof height (up to seven feet) and widest rear door opening (270 degrees)
- Pallet-friendly cargo sliding door offers best-in-class loading width of 51 inches
- Unmatched upfit-friendly design is market's only full-size van specifically designed for commercial customers
- Market-leading residual value expected to continue, further setting Sprinter's residual leadership apart from competitive vans

Leadership in safety and innovations set new benchmark in commercial van segment

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- Adaptive ESP – system determines the mass and the center of gravity allowing intervention with even greater sensitivity and precision in crucial situations, and includes load adaptive control and electronic roll mitigation
- Three-point lap/shoulder belts (height adjustable for driver and front passenger) and headrests for all seats
- Advanced multi-stage driver and front-passenger air bags
- Available supplemental side-curtain and thorax air bags
- Available heated windshield with light and rain sensor
- Available ParkSense® Front and Rear Park Assist System
- Automatic adjusting headlamps
- Available high-density headlamps with high-pressure headlamp washing system
- Unique cargo protection load-securing and lashing rail system
- Unibody construction

## **PRODUCT CHRONOLOGY**

2008 MODEL YEAR

- 12-passenger seating (passenger van only)
- New suspension groups
- PSM prep standard
- Roof ID lamps increase from three lights to five
- Roof ID lamps made standard (chassis cab only)

- New optional rear heater groups
- Swivel seats (RV only)
- Electric rear sun roof
- Extended exterior mirrors (up to 90 inches) for wide-body upfits (cargo van only)
- Window trim on Window Group IV made optional (cargo van only)
- Window openings without glass (cargo van only)
- Wooden floor delete option
- Delete trailer tow wiring harness without connector
- Fire extinguisher delete option
- Warning triangles delete option
- C-pillar partition delete option
- Cooling Group delete option

#### 2007 MODEL YEAR

- All-new 2007 Dodge Sprinter introduced
- “Super-sized” Sprinter offers more choices, features, versatility and innovations than ever
- Choice of two all-new premium engines – a 3.0-liter V-6 diesel or 3.5-liter V-6 gas engine
- Increases in width (two inches), interior height (11 inches), exterior height (13 inches), cargo area length (19 inches), vehicle length (30 inches) and cargo volume (127 cu. ft.)
- Three vehicle lengths (233, 273 and 289 inches) on two new wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang
- Three interior roof-height options: standard (65 inches), high (76 inches) and new mega (84 inches) – the most among full-size vans
- Most class-leading attributes including best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to seven feet) and widest rear-door opening (270 degrees)
- New pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches
- More than 25 advanced safety and security features – most in the full-size van segment
- New standard features include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash function turn signals and all-new Adaptive ESP for improved functionality and safety

#### 2006 MODEL YEAR

- Optional ParkSense® rear back-up system
- Optional high-pressure headlamp washers
- Sprinter cargo van offers best-in-class cargo capacity of 473 cu. ft., optional seating for up to five people and optional cargo partition with sliding window

#### 2005 MODEL YEAR

- Sprinter chassis cab introduced with 10,200 lb. GVWR
- On-Board Diagnostics (OBDII)
- Identification lamps on the front of the chassis cab roof
- Preparation for a third brake light on chassis cab models
- 16-inch wheels and tires for 3500 series chassis cab
- Graphite Metallic paint

#### 2004 MODEL YEAR

- Sprinter chassis cab introduced
- Introduction of Electronic Stability Program (ESP) as standard on 2500 models
- Heated windshield with rain sensor option
- Crew van option (cargo van with rear bench)
- Cargo van with windows all around vehicle option
- California Air Resources Board (CARB) emission certified engine
- New 16-inch aluminum wheels
- New standard fabric for all vehicles and optional velour for passenger vans

2003 MODEL YEAR

- Initial introduction
- 2.7-liter I-5 CDI 154-horsepower turbodiesel engine
- Five-speed automatic transmission with Auto Stick
- Four-wheel disc brakes with Electronic Brake Distribution (EBD)
- Acceleration Skid Control (ASC)
- Two model types: cargo van and passenger van
- Three wheelbases: 118-inch, 140-inch and 158-inch
- Two exterior roof heights: 93.1-inch and 103.3-inch
- Two GVWRs: 8,550 lbs. and 9,900 lbs.

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