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Dodge Unleashes 2005 Special Edition Series

- Customers to save as much as $1000
- Extra features at no cost, including Boston Acoustics sound system, rear seat entertainment system, SIRIUS® Satellite radio with one-year subscription, chrome-clad wheels or two-tone leather seats

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This month, Dodge is introducing a new Special Edition series for its lineup of cars and minivans. Special Edition packages will be available on 2005 Dodge Neon, Stratus Coupe, Stratus Sedan, Magnum, Caravan and Grand Caravan SXT models.

"Designed to give customers even more value for their money, the Special Edition series offers extra features at no charge to our customers," said Darryl Jackson, Vice President – Dodge Marketing. "Customers will save anywhere from $500 to more than $1000 by purchasing a Special Edition model."

The Special Edition series offers popular equipment, such as the Boston Acoustics sound system, rear seat entertainment system, SIRIUS® Satellite radio with one-year subscription provided by SIRIUS, chrome-clad wheels or two-tone leather seats, at no charge. All will come with unique "Special Edition" badging and will only be available on Dodge SXT models.

The **2005 Dodge Neon** offers compact car customers style, value and fun-to-drive performance. The new Special Edition package includes air conditioning, AM/FM stereo with CD player and six speakers, remote keyless entry, power trunk lid release and 15-inch all-season touring tires with aluminum wheels. Additional features include chrome wheels at no charge ($700 value), the Kicker SRT-4 audio system, a six-disc CD changer and four exterior paint options. The MSRP for the Dodge Neon Special Edition is $16,475, which includes $545 for destination.

The **2005 Dodge Stratus Coupe** is rated a *Consumers Digest* "best buy" for styling, fuel economy, purchase price and ownership costs. Standard features include air conditioning, six-speaker AM/FM radio with four-disc CD changer and 16-inch performance tires with aluminum wheels and spoiler. The new Special Edition package adds two-tone leather seats at no charge ($925 value), power sun roof, six-way power driver seat, leather steering wheel/shifter and four exterior paint options. The MSRP for the Dodge Stratus Coupe Special Edition is $21,995, including $625 for destination.

The **2005 Dodge Stratus Sedan** offers the driving performance of a sports coupe. Standard features include air conditioning, remote keyless entry, power front disc/rear brakes and 16-inch split five-spoke aluminum wheels. The new Special Edition package adds chrome-clad wheels at no charge ($700 value), AM/FM cassette with six-disc CD changer, rear decklid spoiler, foglamps, leather steering wheel and shifter, steering wheel audio controls and four exterior paint options. The MSRP for the Dodge Stratus Sedan Special Edition is $20,645, including $625 for destination.

The **2005 Dodge Magnum** is the new shape of American muscle. The vehicle features a 3.5-liter High Output V-6 engine. The new Special Edition package adds the Boston Acoustics sound system at no charge ($595 value), sun roof, AM/FM cassette and six-disc CD player, SIRIUS Satellite radio with one-year subscription ($195 value), cargo organizer and four exterior paint options. The MSRP for the Dodge Magnum Special Edition is $27,645, including $625 for destination.

The **2005 Dodge Caravan** is America's best-selling minivan. The Dodge Caravan SXT model features dual-zone air conditioning, remote keyless and illuminated entry with Sentry Key engine immobilizer, second-row bucket seats and

third-row bench seats. The new Special Edition package includes two-tone leather seats, eight-way driver and four-way front passenger power seat adjusters, 50/50 rear split bench, entertainment group with rear-seat DVD system at no charge ($900 value) and three available exterior colors. The MSRP for the Dodge Caravan Special Edition is $24, 080, including $665 for destination.

The **2005 Dodge Grand Caravan** features Stow ‘N Go® seating - the automotive industry's only fold-in-the-floor second- and third-row seats. Features include three-zone manual temperature control, sunscreen glass with rear defroster, overhead console with trip computer, power driver and passenger side slide doors, and CD player and six speakers. The new Special Edition package adds a DVD player with wireless headphones and storage bins at no charge ($1,150 value), heated front seats, eight-way driver/four-way front passenger power seat adjusters, six-disc CD/DVD changer, rear-seat DVD system, power sun roof, power liftgate and three available exterior paint options. The MSRP for the Dodge Grand Caravan Special Edition is $30,855, including $680 for destination.

With a U.S. market share of approximately seven percent, Dodge is the fourth-largest nameplate in the U.S. market. In 2003, Dodge sold 1.2 million vehicles. Dodge continues to lead the minivan market segment with a 20 percent market share; in the truck market, it has a 19 percent market share; and in the car market, Dodge has a four percent market share.

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