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## **Dodge Nitro's a Go!**

- Dodge Nitro will be the brand's first mid-size SUV, completing the Dodge brand's current lineup of cars, minivans, trucks, commercial vehicles and full-size SUV
- Dodge Nitro and Caliber concept vehicles demonstrate Dodge's future plan to attract a new set of buyers to competitive global market segments

October 4, 2005, Anaheim, Calif. -

At the California International Auto Show today, the Chrysler Group confirmed production of the Dodge Nitro mid-size SUV for the 2007 model year. Nitro will be the first mid-size SUV for Dodge, completing the brand's current lineup of cars, minivans, trucks, commercial vehicles and a full-size SUV.

"The Dodge Nitro will strengthen and grow the Dodge brand by allowing us to attract a new buyer," said Steven Landry, Vice President - Dodge Marketing, Chrysler Group. "Dodge Nitro will be more than just another typical mid-size SUV; it will attract customers looking for distinctive style, affordable performance and utility."

The Dodge Nitro is based on the Dodge Nitro concept vehicle that was unveiled at the 2005 Chicago Auto Show in February 2005.

The Dodge Nitro concept vehicle, along with the Dodge Caliber concept vehicle unveiled at the 2005 Geneva Auto Show in March 2005, signify the global expansion of the brand, and embody the bold, powerful and capable characteristics of Dodge. Both the Dodge Nitro and Dodge Caliber will be available for markets outside North America.

### **Dodge Nitro Concept**

With a uniquely bold, powerful design statement that will ignite the mid-size SUV segment, the Dodge Nitro's crisp lines and substantial body size create a brawny character not found in any other mid-size SUV. The Dodge Nitro's spacious interior is both functional and flexible for people and cargo. Chrome, silver and red accents have a dynamic presence throughout the interior. The five-passenger Nitro is designed to attract a customer seeking a distinctive style, sporty performance and cargo flexibility.

### **Dodge Caliber Concept**

A new slant on one of the world's most competitive segments, the Dodge Caliber concept's powerful design shatters the conventional definition of what a global compact car should be. As a five-door vehicle that features a rear hatch, the Dodge Caliber concept combines a sporty, coupe-like profile with the strength, stance and functionality of an SUV.

Dodge Caliber's powertrain will offer many firsts – it will be the first Chrysler Group vehicle to offer the full range of World Engines and a Continuously Variable Transmission (CVT2), which contributes to a 6 – 8 percent improvement in fuel economy compared with a traditional four-speed automatic transmission. A 2.0-liter turbo diesel engine will be available for markets outside North America. The Dodge Caliber also will be Chrysler Group's first all-wheel-drive, C-segment vehicle.

### **Dodge Brand**

Armed with these seven all-new vehicles, momentum for the Dodge brand will continue to build this year and in 2006:

- Dodge Charger: unleashed and in dealerships
- Dodge Ram Mega Cab: the largest cab in the business

- Dodge Ram 1500: the first pickup to offer fuel-saving cylinder deactivation, with an all-new frame (among others) for '06
- Dodge Charger SRT8: a Charger on steroids with 425 horsepower
- Dodge Viper SRT10 Coupe: officially "tops off" the Viper lineup and, of course, offers 500 horsepower
- Dodge Nitro: will ignite the mid-size SUV market
- Dodge Caliber: a global vehicle that shatters the conventional compact car market

With a U.S. market share of 6.9 percent, Dodge is the fifth-largest nameplate in the United States and the eighth-largest nameplate in the automotive industry. In 2004, Dodge sold more than 1.4 million vehicles in the global market.

Dodge continues to lead the minivan market segment with a 20 percent market share in the United States. In the truck market, Dodge has an 18 percent market share. In the car market, Dodge has a 4.5 percent market share. The Dodge brand will arrive in Europe and other volume markets outside of North America starting in 2006.

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