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2007 Dodge Caliber: A New Slant on One of the World's Most Competitive Segments

- Dodge Caliber's bold styling and crossover design with innovative features and affordable power allow owners to be active, do more and stand out
- Caliber's flexible two-box design provides ultimate interior utility
- With its signature Dodge brand styling, Caliber is designed for global appeal
- Caliber will spearhead Dodge brand's global expansion with gas and diesel powertrains and left- and right-hand drive availability

February 5, 2006, Auburn Hills, Mich. -

Dodge is taking a new slant on the global compact car market, introducing the 2007 Dodge Caliber at a starting U.S. Manufacturer's Suggested Retail Price (MSRP) of \$13,985 (including a \$560 destination charge), \$410 below the outgoing Dodge Neon.

Dodge Caliber redefines the entry-level vehicle by combining high value with bold styling. It will appeal to owners around the world who want Dodge attitude packaged with the capability and versatility of a sport-utility vehicle and the affordability and fuel-efficiency of an entry-level compact car.

Dodge Caliber will appeal to up-and-coming owners looking for a compact car that stands out from the crowd and gives them the flexibility to do more in terms of seating friends and storing gear. Caliber has the versatility and flexibility to accommodate their lifestyles.

"Dodge Caliber is not your typical small car," said George Murphy, Senior Vice President – Global Marketing. "The all-new Dodge Caliber redefines the compact car by combining crossover styling with space-efficient packaging, interior flexibility, innovative features and affordable performance. Caliber allows owners around the globe to be active, do more and stand out — to live life to the fullest, and do so at a very competitive price."

The 2007 Dodge Caliber will be available in U.S. dealerships in the first quarter of 2006 and in global volume markets in the second quarter of 2006.

'Pure Dodge' Design

Dodge Caliber is a five-door vehicle that combines a sporty coupe-like profile with the strength, stance and functionality of an SUV. Caliber's sheer surface treatment commands attention and evokes attributes that define the Dodge brand: bold, powerful, capable and street smart.

"With its bold styling and clever packaging, Caliber is pure Dodge," said Trevor Creed, Senior Vice President – Design, Chrysler Group. "The Dodge Caliber brings emotion to the competitive compact car segment."

There is no mistaking Caliber. The all-new compact car has Dodge's imprint stamped into its DNA from the grille to the tailpipe. The signature crosshair grille gives Caliber the distinct face of Dodge and defines its strong, muscular front view.

Strong, sculpted fender forms, broad shoulders and a distinctive hood give Caliber its proud, powerful stance. Large, crystal headlamps and available fog lamps complement the Dodge grille and create an integrated look that completes Caliber's sporty appearance.

A black graphic design accent, which runs the length of the roof, melds into an integrated rear roof spoiler, creating a coupe-like visual quality from the side view. New and unique glass-to-body proportions give the Dodge Caliber a

tough, protective presence, and the forward sweep of the tailgate further emphasizes Caliber's sporty profile.

The rear view of the Dodge Caliber is as distinctive and powerful as the front. The black roof spoiler with integrated center high-mounted stop lamp (CHMSL) and large modular crystal taillamps fill Caliber's rear corners and provide distinct focal points of the car's rear-view design. Dodge's "do more" philosophy is evident in Caliber's rear liftgate, which provides easy access to the vehicle's spacious interior.

Fun Features and Flexibility

Customer demand for a compact vehicle with a lot of interior flexibility and utility had a big influence on Dodge Caliber's interior, which provides comfortable seating for the driver and up to four passengers, plus room for gear.

"Dodge Caliber's spacious interior also is very versatile," said Matt Liddane, Chief Engineer – Dodge Caliber. "We combined style and comfort with innovative features and clever packaging to create a vehicle that gives new meaning to functionality in the compact car market."

Dodge Caliber is chock full of interior features rarely found on entry-level compact vehicles, including:

- Standard side-curtain air bags
- MusicGate Power™: An available nine-speaker Boston Acoustics premium sound system with subwoofer includes two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down to face rearward for tailgating and other activities
- An available dual purpose, self-recharging removable flashlight mounted in the headliner above the cargo area can snap out of the bezel to serve as a flashlight (STX and R/T models)
- Chill Zone™: A cooled beverage storage bin can hold up to four 20-oz. bottles or cans (available in air conditioning-equipped models)
- A floor console sliding armrest moves forward 3 inches to accommodate shorter drivers. The armrest lid includes a unique flip pocket for storing a cell phone or an MP3 player
- An available 115-volt outlet in the center console can power small electronics (SXT and R/T models)
- Illuminated front cup holder rings glow blue-green to match other center stack lighting
- Front passenger seat folds forward to create a table-like surface for versatility (SXT and R/T models)
- 60/40 rear seats both fold flat and recline (SXT and R/T models)
- A vinyl load floor in the rear cargo area is both washable and removable
- YES Essentials® fabric: an easy-care, soil-repellant and anti-microbial textile protects seats from stains, odors and discoloration (late availability)

World-class Engineering

As a car destined for global markets, the 2007 Dodge Caliber features innovative new engines and transaxles to deliver world-class performance, fuel economy and refinement, no matter where the road leads.

"Circling the globe for best practices enabled our engineers to develop an entirely new front- and all-wheel-drive platform in the very competitive global compact car segment," said Larry Lyons, Vice President – Front-wheel-drive Product Team. "We targeted things consumers want most and developed a vehicle with an all-new global powertrain that addresses these priorities by providing excellent fuel economy, reliability, performance and value."

Dodge Caliber's powertrain and drive systems offer many Chrysler Group firsts in the compact car market. Dodge Caliber is the first Chrysler Group vehicle to offer the full range of World Engines and a second-generation Continuously Variable Transaxle (CVT2). A 2.0-liter turbo diesel engine is available in markets outside North America. Dodge Caliber also is Chrysler Group's first compact car to offer all-wheel-drive capability and Electronic Stability Program (ESP) with traction control (late availability).

Three World Engine offerings (1.8-, 2.0- and 2.4-liter) provide class-leading horsepower (148 hp, 158 hp and 172 hp, respectively). Chrysler Group engineers met aggressive performance and fuel economy targets through advanced cylinder head port and intake manifold design. Technologies in the Chrysler Group World Engine include dual Variable Valve Timing (VVT) and an intake manifold design with flow control valves, both firsts for a Chrysler Group compact car and features typically only found on more expensive vehicles. Combined, these features produce more power, better fuel economy and smoother, quieter operation than engines without them.

Dodge Caliber's CVT2 is a second-generation CVT that Chrysler Group engineers have calibrated for pleasing engine response, precise ratio control and an available AutoStick® feature that allows for manual control with the simulation

of six stepped gears. CVT2 contributes to a fuel economy improvement of 6–8 percent compared with a traditional 4-speed automatic.

Dodge Caliber also is the Chrysler Group's first compact car with available electromagnetically controlled all-wheel drive with variable torque output, which gives customers year-round assurance, added performance and seamless, automatic operation.

Built for Global Appeal

Dodge Caliber will be available in close to 100 countries outside North America, which led designers and engineers to consider global market demands when developing this all-new compact car.

In addition to its global powertrain, Dodge Caliber meets safety, feature and convenience standards in markets around the world. To ensure its success in global volume markets, Caliber will launch outside North America with both right- and left-hand models and an available diesel engine. Dodge Caliber also meets and complies with all regulatory requirements, as well as off-set crash tests in Europe and Australia and front-impact compliance for Japan and Australia. Dodge Caliber's manual and automatic transaxle shifters are packaged in the center stack instead of the floor console, which is more common in Japanese and European markets. The Caliber's transaxle also has been upgraded to provide excellent shift quality and shift effort that is as smooth as any compact car on the road today.

All 2007 Dodge Caliber models will be available in Inferno Red Crystal Pearl Coat, Solar Yellow Clear Coat, Sunburst Orange Pearl Coat, Marine Blue Pearl Coat, Steel Blue Metallic Clear Coat, Bright Silver Metallic Clear Coat, Black Clear Coat, Stone White Clear Coat and Light Khaki Metallic Clear Coat (late availability).

All models feature a two-tone interior color theme of dark and lighter shades of Pastel Slate Gray or Pastel Pebble Beige. An optional Sport Appearance Package includes Pastel Slate Gray with red, yellow, orange or blue seat inserts that coordinate with the exterior color, center stack and shifter bezels.

Full model details, specifications and pricing for markets outside North America will be released ahead of the vehicle's launch in each respective market.

2007 Dodge Caliber Production

Production of the Dodge Caliber began in early 2006 at the newly refurbished [Belvidere, Ill., Assembly Plant](#).

The new four-cylinder World Engines for this vehicle are built in the state-of-the art [Global Engine Manufacturing Assembly \(GEMA\) plant](#) in Dundee, Mich.

Dodge Brand

Dodge sold more than 1.4 million vehicles worldwide in 2005. With a 6.8 percent market share, Dodge is the fifth largest nameplate in the United States and will arrive in European volume segments in 2006 with the international launch of the Dodge Caliber.

Global Engine Manufacturing Alliance (GEMA)

The World Engine is a family of world-class four-cylinder engines produced by GEMA in Dundee, Mich., delivering an exceptional combination of quality, fuel efficiency, refinement and performance. GEMA is owned equally by DaimlerChrysler Corp., Mitsubishi Motors Corp. and Hyundai Motor Company. By optimizing the three joint venture partners' strengths, global economies of scale and the latest practices in flexible teams and machines, GEMA aims to set a new benchmark in engine plant productivity.

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