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Joseph Cervantez is One Lucky Pucker

February 13, 2005, Chicago -

Gurnee, Ill., Man Kisses Truck for Valentine's Day and "Makes Out" with a Brand New 2005 Dodge Dakota

- Dodge donates \$8,000 to American Heart Association

Eight pair of lips and a shiny, new, bright red pickup truck started Valentine's Day in a pucker as eight contestants locked lips with a 2005 Dodge Dakota in a kissing contest held at the Chicago Auto Show. Joseph Cervantez proved to be the longest kisser and literally "made out" with the all-new 2005 Dodge Dakota.

The contest, lasting seven hours, 43 minutes, pitted the contestants in a kiss off to show their love and raise money for charity. As part of the contest, Dodge donated \$8,000 - or \$1,000 for each hour of the contest - to the American Heart Association in recognition of February's American Heart Month.

"I just puckered up and then kept on kissing as long as I could," said Cervantez. "I never thought I'd spend Valentine's Day kissing a truck, but after kissing for that long, I'm now really looking forward to spending quality time with my new Dodge Dakota."

After a grueling seven-hour lip lock with a Dodge Dakota, 28-year-old Cervantez, a Marine in the 1st Division, was greeted with a congratulatory kiss from his girlfriend Melinda. Having just returned from his first tour of duty in Iraq last October, Cervantez credits his rigorous military training and discipline for his victory.

"As the only V-8 powered truck in its class, the 2005 Dodge Dakota has a really large heart," said Jason Vines, Vice President - Communications, Chrysler Group. "Since Valentine's Day is all about big hearts, we thought what better way to celebrate the day than by asking folks to show their love for Dodge Dakota and pucker up for the longest time."

About the All-new 2005 Dodge Dakota

The Dodge Truck lineup continues to haul the most leadership claims. Bigger, bolder and tougher, the all-new 2005 Dodge Dakota stands alone as the largest, most powerful and most capable mid-size pickup on the market. With best-in-class torque and towing, the 2005 Dodge Dakota delivers full-size pickup styling, feel and power with the only two V-8s in the class.

New interiors improve comfort levels on both Dodge Dakota Club Cab® and Dodge Dakota Quad Cab™ models, with more interior room than any other mid-size pickup. The Dodge Dakota Quad Cab offers the most interior space in its class with available six-passenger seating.

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