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Dodge Announces Pricing for Two All-new 2007 Vehicles

- Starting at \$19,885, all-new 2007 Dodge Nitro priced to spice up mid-size SUV market
- All-new 2007 Dodge Ram 3500 Chassis Cab starts at \$22,535, priced nearly \$2,000 below comparable Ford F-350 chassis cab

August 22, 2006, Auburn Hills, Mich - On the heels of the hot-selling all-new 2007 Dodge Caliber, two additional all-new vehicles are about to arrive in Dodge showrooms. Today Dodge announced pricing for the 2007 Dodge Nitro and Dodge Ram 3500 Chassis Cab.

"Nitro and Ram 3500 Chassis Cab effectively expand the Dodge brand portfolio," said Tom Loveless, Director – Dodge Marketing and Global Communications, Chrysler Group. "Nitro is the brand's first mid-size SUV while Ram 3500 Chassis Cab further builds on Dodge's growing presence in the ultra-competitive commercial vehicle market."

All-New 2007 Dodge Nitro: Bold style and sporty performance starting at \$19,885

The base Manufacturer's Suggested Retail Price (MSRP) for the all-new 2007 Dodge Nitro is \$19,885, which includes \$660 for destination. Dodge Nitro arrives in showrooms this October.

Nitro comes loaded with performance, space, functionality, flexibility, and safety. With a fold-flat first-row passenger seat and fold-flat second-row seats, Nitro offers a variety of loading options. Nitro also offers the segment's only LOAD 'N GO™ cargo floor, which holds up to 400 pounds and slides 18 inches rearward for easy loading and unloading. Optional features include heated leather seats, a DVD-based navigation system, and a cutting-edge entertainment system that stores up to 2,500 songs. Standard safety features include electronic stability program (ESP), anti-lock braking system (ABS), electronic roll mitigation and side-curtain air bags.

"The five-passenger Nitro will appeal to customers seeking distinctive style and sporty performance combined with passenger- and cargo-carrying flexibility," said Loveless. "Dodge Nitro offers many features not found in a typical mid-size SUV, including a choice of two V-6 engines, 20-inch chromed-clad aluminum wheels and tires, and a performance suspension."

Three models are available: Dodge Nitro SXT, Dodge Nitro SLT and Dodge Nitro R/T. Standard on the Dodge Nitro SXT and Dodge Nitro SLT is a 3.7-liter SOHC V-6 engine which generates 210 horsepower (157 kW) at 5,200 rpm and 235 lb.-ft. (319 N•m) of torque at 4,000 rpm. The Dodge Nitro R/T features a new 4.0-liter V-6 engine that delivers 255 horsepower (190 kW) at 6,000 rpm and 265 lb.-ft. (359 N•m) of torque at 4,200 rpm. Standard on the Dodge Nitro R/T and optional on the SLT are a new performance suspension, 20-inch tires and chromed-clad aluminum wheels.

2007 Dodge Nitro SXT

Dodge Nitro SXT comes standard with a 3.7-liter V-6 engine mated to a six-speed manual transmission.

Additional standard features include a chromed grille, 16-inch steel wheels, P225/75R16 all-season tires, ABS, ESP, electronic roll mitigation, all-speed traction control, sport suspension, tire pressure monitor, side roof rails, low-back two-tone cloth seats, supplemental side-curtain air bags in the first and second rows, AM/FM/CD/MP3 stereo, fold-flat front-passenger seat, reclining rear seat, power-folding mirrors, 12-volt power outlet, and cargo floor with a reversible cargo tray.

Following are prices for the 2007 Dodge Nitro SXT. All prices include \$660 for destination.

Dodge Nitro SXT 4x2 \$19,885

Dodge Nitro SXT 4x4 \$21,395

2007 Dodge Nitro SLT

Dodge Nitro SLT comes standard with a 3.7-liter V-6 engine mated to a four-speed automatic transmission.

Additional standard features include body-color fender flares and fascias, P235/65R17 performance tires, 17-inch aluminum wheels, LOAD 'N GO cargo floor, two-tone seats with Yes Essentials® seat fabric, six-way power driver seat, electronic vehicle information with tire pressure monitor display, power/heated/folding exterior mirrors, leather-wrapped steering wheel with remote audio controls, and chromed interior accents.

Following are prices for the 2007 Dodge Nitro SLT. All prices include \$660 for destination.

Dodge Nitro SLT 4x2 \$23,295

Dodge Nitro SLT 4x4 \$24,805

Dodge Nitro R/T

Dodge Nitro R/T comes standard with a 4.0-liter V-6 engine mated to a five-speed automatic transmission.

Additional standard features include a performance suspension, 20-inch chromed-clad aluminum wheels, P245/50R20 performance tires, body-color grille with bright billets, body-color air dam and sill molding, stitched R/T logo on front seats, and SIRIUS Satellite Radio.

Following are prices for the 2007 Dodge Nitro R/T. All prices include \$660 for destination.

Dodge Nitro R/T 4x2 \$25,970

Dodge Nitro R/T 4x4 \$27,630

Dodge Nitro is built at the Toledo North Assembly Plant in Toledo, Ohio.

All-new 2007 Dodge Ram 3500 Chassis Cab starts at \$22,535, offers commercial customers abundance of capability, versatility and value

The base MSRP for the all-new 2007 Dodge Ram 3500 Chassis Cab is \$22,535, which includes \$900 for destination. The MSRP for the all-new 2007 Dodge Ram 3500 Chassis Cab with the available new 6.7-liter Cummins turbo diesel engine is \$28,090, which also includes \$900 for destination. Dodge's all-new heavy-duty work truck arrives this October.

Dodge Ram 3500 Chassis Cab boasts numerous class-leading attributes including the highest single-rear-wheel Gross Vehicle Weight Rating (GVWR) of 10,200 lbs., best-in-class rear frame steel strength (50,000 psi), largest standard fuel tank (52 gallons), best-in-class standard V-8 power (HEMI with 330 horsepower), and best-in-class interior cab room of 121.7 cubic feet for Quad Cab models. All chassis components are below the top of the frame surface – a segment exclusive - providing versatility for virtually any upfit application.

"We built Dodge Ram 3500 Chassis Cab for the commercial customer looking for more in terms of power, capability, dependability, space, comfort, upfit-friendliness and overall value," said Loveless. "Armed with a powerful lineup of renowned engines and an all-new commercial-grade chassis, Dodge Ram 3500 Chassis Cab was built from the ground up for the traditional chassis cab buyer as a tough, heavyweight truck that gets the job done."

Dodge Ram 3500 Chassis Cab comes standard with the legendary HEMI V-8 engine, while a Cummins engine – a new 6.7-liter turbo diesel – is also available. The all-new Ram 3500 Chassis Cab offers a six-speed automatic transmission (diesel only) with Power Take Off (PTO) capability and a six-speed manual transmission with PTO capability.

Dodge's latest Ram is available in both two-wheel-drive and four-wheel-drive models, two available cab-axle lengths (60 inches and 84 inches), single-rear-wheel and dual-rear-wheel versions, regular cab and Quad Cab configurations,

and three trim lines – ST, SLT and Laramie.

2007 Dodge Ram 3500 Chassis Cab ST

Powered by a 5.7-liter HEMI V-8 mated to a six-speed manual transmission, standard features on the Dodge Ram 3500 Chassis Cab ST include an argent front bumper, argent grille, argent steel wheels, four-wheel anti-lock brake system, black bezel instrument panel, tilt wheel, trailer tow wiring (seven wires), two speakers, vinyl floor covering, 40/20/40 vinyl seats, and 7x10-inch manual exterior mirrors.

Optional features, which are available on all models, include a new 6.7-liter Cummins Turbo Diesel and new six-speed automatic transmission, a five-speed automatic transmission, 22-gallon mid-ship fuel tank, 220-amp alternator, an exhaust brake option, Power Take Off (PTO) capability, snow plow prep package, spare tire and tools, vinyl seats and flooring (SLT only), and Limited Production Options (LPO) that include passenger air bag delete, radio delete, power window/lock/mirror option with ST, and unique exterior paint colors.

Following are prices for the 2007 Dodge Ram 3500 Chassis Cab ST. All prices include \$900 for destination.

Dodge Ram 3500 Chassis Cab ST Regular Cab 4x2 \$22,535

Dodge Ram 3500 Chassis Cab ST Regular Cab 4x4 \$25,485

Dodge Ram 3500 Chassis Cab ST Quad Cab 4x2 \$25,285

Dodge Ram 3500 Chassis Cab ST Quad Cab 4x4 \$28,225

2007 Dodge Ram 3500 Chassis Cab SLT

In addition to standard features on the ST model, the Dodge Ram 3500 Chassis Cab SLT adds air conditioning, carpet, floor mats, four speakers, bright chrome grille with black inserts, keyless entry, power-heated mirrors, power windows and locks, Sentry Key® Engine Immobilizer, speed control, bright skins/chrome center cap wheels, 17-inch chromed-clad steel wheels, and 40/20/40 cloth seats.

Optional features include adjustable pedals, AM/FM radio with six-disc CD player, leather bucket seats, Infinity® sound system, SIRIUS Satellite Radio, six-way power driver seat, UConnect® hands-free communication system, and 17-inch chromed-clad aluminum wheels.

Following are prices for the 2007 Dodge Ram Chassis Cab SLT. All prices include \$900 for destination.

Dodge Ram 3500 Chassis Cab SLT Regular Cab 4x2 \$25,905

Dodge Ram 3500 Chassis Cab SLT Regular Cab 4x4 \$28,855

Dodge Ram 3500 Chassis Cab SLT Quad Cab 4x2 \$28,865

Dodge Ram 3500 Chassis Cab SLT Quad Cab 4x4 \$31,805

2007 Dodge Ram 3500 Chassis Cab Laramie

In addition to standard features on SLT, Ram 3500 Chassis Cab Laramie adds AM/FM stereo with six-disc CD player and Infinity speaker system, SIRIUS Satellite Radio, dual-zone temperature control, fog lamps, glove box, ashtray, under-the-hood lamp, chromed grille with chromed inserts, leather power-heated seats, leather-wrapped steering wheel, power-sliding rear window, security alarm, steering wheel-mounted radio controls, and wood-grain instrument panel bezel.

Optional equipment includes bucket seats, navigation radio and UConnect hands-free wireless communication system with Bluetooth™ technology.

Following are prices for the 2007 Dodge Ram 3500 Chassis Cab Laramie. All prices include \$900 for destination.

Dodge Ram 3500 Chassis Cab Laramie Quad Cab 4x2 \$33,280

Dodge Ram 3500 Chassis Cab Laramie Quad Cab 4x4 \$36,465

The all-new 2007 Dodge Ram 3500 Chassis Cab will be built at Chrysler Group's Saltillo Assembly Plant in Coahuila, Mexico.

Dodge Commercial Vehicles

As part of DaimlerChrysler, the world's leading manufacturer of commercial vehicles, Dodge continues to increase

the breadth of its commercial products and offers a comprehensive array of vehicles and services designed with business customers in mind. Dodge Caravan and Grand Caravan cargo vans complement a growing Dodge commercial lineup that includes the all-new Dodge Ram 3500 Chassis Cab, the Dodge Ram 2500/3500 Box-off models and the Dodge Sprinter, which continues its legacy and leadership as the top-performing commercial van in the marketplace.

Dodge Brand

With a U.S. market share of 7 percent, Dodge is the Chrysler Group's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2005, Dodge sold more than 1.4 million vehicles in the global market. Dodge continues to lead the minivan market with a 19 percent market share in the U.S. In the highly competitive truck market, Dodge has a 16 percent market share. This year, Dodge enters key European volume segments.

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