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## **Dodge Announces Pricing for 2008 Sprinter**

- Starting at \$33,900, "Super-sized" Sprinter offers more choices, features and innovations
- Segment's best overall value and most best-in-class advantages
- Low operating costs and class leader in versatility and operating performance
- Most safety features in the full-size van segment
- 2008 Sprinter arrives later this year

October 22, 2007, Auburn Hills, Mich. - Continuing its commercial vehicle onslaught, Dodge today announced pricing for the 2008 Sprinter.

"With the most choices, features, versatility, innovations, class advantages and overall value in the full-size van segment, the 2008 Dodge Sprinter reinvents how business gets done and sets a new commercial standard," said Mike Accavitti, Director – Dodge Brand & SRT Marketing and Communications, Chrysler LLC.

The base Manufacturer's Suggested Retail Price (MSRP) for the 2008 Dodge Sprinter Chassis Cab is \$33,900, which includes \$980 for destination. The MSRP for the 2008 Dodge Sprinter Cargo Van is \$36,105 and the Sprinter Passenger Van is \$38,935, both also include \$980 for destination. All prices are based on a standard diesel engine. Dodge's "super-size" work vans arrive later this year.

With a choice of two premium engines – a 3.0-liter V-6 diesel or 3.5-liter V-6 gas engine, the 2008 Dodge Sprinter is available in three vehicle lengths (233, 273 and 289 inches) on two wheelbases of 144 inches or 170 inches, or 170 inches extended with a 15-inch longer rear overhang. It also boasts three interior roof height options: standard (65 inches), high (76 inches) and mega (84 inches) – the most among full-size vans.

Maintaining its position as the market's top-performing full-size van, the 2008 Dodge Sprinter has the most class-leading attributes, including best-in-class cargo capacity (up to 600 cubic feet), highest maximum payload (5,649 lbs.), lowest side step-in height (19.9 inches), greatest interior roof height (up to seven feet) and widest rear-door opening (270 degrees). Its pallet-friendly cargo sliding door offers a best-in-class loading width of 51 inches. The 2008 Dodge Sprinter also delivers more than 25 advanced safety and security features – most in the full-size van segment.

### **2008 Dodge Sprinter Cargo Van**

Powered by a high-performance 3.0-liter V-6 diesel engine mated to a five-speed automatic transmission, standard features on all Dodge Sprinter models include power windows and locks, integrated wide-angle mirrors, halogen headlamps, 16-inch wheels, tilt- and height-adjustable steering wheel, CD radio, one-touch triple-flash turn signals and ADAPTIVE ESP® for improved functionality and safety capability.

Following are prices for the 2008 Dodge Sprinter Cargo Van\*. All prices include \$980 for destination.

- Dodge Sprinter 2500 Cargo 144" Standard Roof \$36,105
- Dodge Sprinter 3500 Cargo 144" High Roof \$39,510
- Dodge Sprinter 2500 Cargo 170" High Roof \$40,695
- Dodge Sprinter 2500 Cargo 170" Extended High Roof \$41,460
- Dodge Sprinter 3500 Cargo 170" High Roof \$41,795
- Dodge Sprinter 3500 Cargo 170" Extended High Roof \$42,560

\* (Base price with standard diesel engine)

### **2008 Dodge Sprinter Passenger Van**

Following are prices for the 2008 Dodge Sprinter Passenger Van\*. All prices include \$980 for destination.

- Dodge Sprinter 2500 Passenger 144" Standard Roof \$38,935
- Dodge Sprinter 2500 Passenger 170" Standard Roof \$43,550

\* (Base price with standard diesel engine)

### **2008 Dodge Sprinter Chassis Cab**

Following are prices for the 2008 Dodge Sprinter Chassis Cab\*. All prices include \$980 for destination.

- Dodge Sprinter 3500 Chassis Cab 144" Standard Roof \$33,900
- Dodge Sprinter 3500 Chassis Cab 170" Standard Roof \$34,530

\* (Base price with standard diesel engine)

### **Dodge Sprinter**

Available in the global market since 1995, Sprinter is a proven winner with worldwide sales of more than 1.2 million units. Used in more than 100 countries, it is the best-selling vehicle in its class throughout Europe. Production of the 2008 Dodge Sprinter takes place in Düsseldorf and Ludwigsfelde, Germany, with final assembly (cargo vans) in Ladson, S.C. Sprinters for Canada are imported through Halifax, Nova Scotia. The Dodge Sprinter was first introduced in 2003.

### **Dodge 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. Since its return to the commercial market in 2003, Dodge has introduced six all-new commercial vehicles. Along with the Dodge Ram 2500/3500 Box-Off models and the Dodge Ram 3500, 4500 and 5500 Chassis Cabs — the Class 3-5 segments' most powerful, capable and upfit-friendly work trucks — the Dodge Grand Caravan cargo van complements a growing Dodge commercial lineup that includes the class-leading Dodge Sprinter. Dodge also maintains a collaborative partnership with Daimler AG, the world's leading manufacturer of commercial vehicles.

### **Dodge BusinessLink**

Launched in 1999 and offering no-cost enrollment, Dodge BusinessLink is a full-service commercial program comprised of a select network of Dodge dealers who know and understand the unique vehicle needs of small businesses, fleet managers and other commercial vehicle customers. Providing exclusive benefits, BusinessLink dealers offer unprecedented business assistance including dedicated commercial account managers and sales teams, dealer inventories representing a higher mix of work-truck and other commercial vehicles, next-day service and technicians, extended hours to minimize downtime, free loaner vehicles and more. BusinessLink also includes Dodge's "On The Job" program which offers discounts on upfits and direct cash incentives and savings on almost all Dodge commercial vehicles.

### **Dodge Brand**

With a U.S. market share of 6.5 percent, Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market. In 2006, Dodge sold more than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 20 percent market share in the U.S. In the truck market, Dodge has a 15 percent market share. Last year, Dodge entered key European volume segments with Nitro and Caliber. Dodge Avenger made its European debut this year. The all-new 2009 Dodge Journey will be sold in global volume markets outside North America in both left-hand and right-hand drive in mid-2008.

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