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## **All-new 2007 Dodge Caliber Redefines the Compact Car, Appeals to New Buyers**

- Dodge Caliber combines capability, fuel-efficiency and affordability
- Bold Dodge styling allows owners to stand out from the crowd
- Caliber spearheads Dodge brand's global expansion

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The 2007 Dodge Caliber is hitting the streets at a perfect time, as the small vehicle market in the United States is poised for growth, gas prices continue to fluctuate and many vehicle buyers are switching to smaller vehicles that have the interior spaciousness, functionality and flexibility of sport-utility vehicles. Dodge Caliber offers all of these features, as well as distinctive Dodge styling. Small vehicles are expected to generate 3.3 million light-vehicle sales in the United States by 2009 (19.1 percent of the market), up from 2.9 million vehicles (16.9 percent) in 2003. Caliber also comes to market as the Dodge brand expands into markets outside North America.

"Consumers want the most car they can get for their money," said George Murphy, Senior Vice President – Global Sales and Marketing. "They want an affordable car that is attractive, fuel efficient, durable and fits their active lifestyle. With its unique styling, flexible interior, innovative features and available all-wheel-drive, all at a lower-than-expected price, Caliber fits the bill perfectly," said Murphy.

### **Standing Out From the Crowd**

In North America, Dodge Caliber is expected to draw from the compact and mid-size car segments and appeal to first-time new car purchasers, including those whose first car may have been used. Dodge also expects that Caliber will appeal to buyers of small and mid-size sports-tourers. The compact car segment has held at a steady 10- to 12-percent share of the U.S. car market for the past few years, with approximately 1.9 million units sold annually. The sports-tourer segment is growing, with more than 800,000 units sold each year. Small sports-tourer sales account for 40 percent of the total sport-tourer segment and also continue to grow.

With the all-new Caliber, Dodge is targeting 20-something first-time new car buyers who earn a median income of \$45,000. Thirty-five percent are college graduates. Dodge Caliber also is designed to appeal to 40-something parents who are buying a car for their children, who demand safety and consider the cost of ownership before buying a vehicle.

"Dodge Caliber is designed from the ground up to appeal to the specific needs of a new generation of car buyer, while also providing many features that have universal appeal for drivers of all ages," Murphy added.

### **Expanding Globally**

Dodge Caliber also spearheads the Dodge brand's expansion into markets outside North America as a boldly styled, affordable entry into the competitive compact car segment.

"The expansion of the Dodge brand into our key volume markets outside North America allows us to increase volume while leveraging our established dealer network and distribution structure," said Thomas Hausch, Executive Director – International Sales and Marketing. "Dodge also appeals to a different type of customer than Chrysler and Jeep®, and its global expansion will contribute to our sustainable, profitable growth."

By adding the Dodge brand to its international portfolio, Chrysler Group aims to achieve more than 1 percent market share in Western Europe by 2007 and 1.4 percent by 2009. To do this, Dodge vehicles will embody the key attributes of the brand: bold, powerful, capable and street smart. European consumer research has identified a segment of potential buyers who align themselves with these core values. Research also indicates that no single brand leads this

segment, creating opportunity for the Dodge brand to grow the Chrysler Group business internationally, while maintaining its unique brand identity.

In international markets, Dodge expects to attract primarily male buyers who are more likely to buy a U.S.-built car. These buyers are an average age of 39 years old with a median income of €41,700.

### **A High-caliber Lineup**

Dodge Caliber enters the U.S. market priced \$410 below the outgoing Dodge Neon with more content, including standard side-curtain air bags. The newest compact car on the market is available in Caliber SE, Caliber SXT and Caliber R/T models.

At a U.S. Manufacturer's Suggested Retail Price (MSRP) of \$13,985 (including \$560 destination charge), the Dodge Caliber SE includes a standard 1.8-liter World Engine that produces 148 horsepower (110 kW) and 125 lb.-ft. (169 N•m) of torque coupled with a five-speed manual transaxle. Other standard equipment not found in compact cars at this price includes standard side-curtain air bags, vinyl load floor, auxiliary radio input jack, 12-volt power outlet, electrically lit front cup holders and a center console sliding armrest that moves forward three inches to accommodate shorter drivers. The armrest lid features a unique flip pocket for storing a cell phone or an MP3 player. Additional standard features include body-color grille, liftgate appliqué and fascias, black door handles, flexible 60/40 split-fold rear seats, manual windows and locks, fabric seats, tilt steering wheel, dome and cargo lights and 15-inch wheels and tires.

Optional features on the Dodge Caliber SE include a 2.0-liter World Engine that produces 158 horsepower (117 kW) and 141 lb.-ft. (191 N•m) of torque coupled with the second-generation CVT2 (which includes standard anti-lock brakes), six-disc radio with cassette and MP3 CD play capability, Power Group (which includes driver one-touch power windows, power locks, remote keyless entry and power mirrors), air conditioning, Chill Zone™ (an integrated instrument panel beverage cooler included on air-conditioning-equipped vehicles), speed control, SIRIUS® Satellite Radio, UConnect™ Hands-free Communication System, trailer tow group, floor mats and MusicGate Power™. This system includes a nine-speaker Boston Acoustics premium sound system with subwoofer that includes two articulating speakers packaged in the liftgate. When the liftgate is open, the speakers can swing down from the trim panel to face rearward for tailgating and other activities.

With a starting U.S. MSRP of \$15,985 (including a \$560 destination charge), Dodge Caliber SXT features a standard 148-horsepower 1.8-liter World Engine coupled with a five-speed manual transaxle. In addition to the many standard features included on the SE model, the SXT adds 60/40 rear seats that both fold flat and recline, a fold-flat front passenger seat, a dual-purpose re-chargeable/removable interior lamp, map light, air conditioning, Chill Zone™, tachometer, power windows, mirrors and door locks, highline cloth seats and door trim, illuminated entry, passenger assist handles, remote keyless entry, 115-volt electrical outlet in the center console, manual seat height adjuster, floor mats and bright silver instrument panel bezels and switches. The Dodge Caliber SXT's exterior features standard black dual power mirrors, body-color body-side molding, a chrome grille and 17-inch wheels and wheel covers.

Available options on the Dodge Caliber SXT beyond those offered on the SE model include a 158-horsepower 2.0-liter World Engine coupled with the CVT2, leather steering wheel with radio control options, heated seats, power sunroof, fog lamps, 17-inch aluminum wheels, Security Group (which includes tonneau cover, alarm and air filtration system) and Driver Convenience Group (which includes compass and temperature gauge, universal garage door opener, electrochromic mirror and tire pressure monitoring system), Leather Interior Group (which includes leather seats, heated front seats and manual lumbar adjuster), YES Essentials seat fabric (late availability) and Electronic Stability Program (late availability).

A Sport Package also is available on the SXT model and includes fog lamps, 17-inch aluminum wheels and a Sport Appearance Package (which includes cloth seats with colored inserts, color-keyed PRNDL and instrument panel bezels).

The Dodge Caliber R/T with all-wheel drive has a starting U.S. MSRP of \$19,985 (including a \$560 destination charge) and features a standard 2.4-liter World Engine with dual Variable Valve Timing that produces 172 horsepower (128 kW) and 165 lb.-ft. (223 N•m) of torque coupled with CVT2, anti-lock brakes, AutoStick, a sport-suspension, performance steering and 18-inch aluminum wheels.

In addition to those on the SE and SXT models, standard interior features on the Dodge Caliber R/T include leather

steering wheel with radio controls, tonneau cover, premium fabric seats, silver bezels on the instrument panel and chrome interior door handles.

The Dodge Caliber R/T's exterior features a chrome grille, chrome exhaust tip, body-color sill moldings, chrome-plated body-side moldings, body-color door handles with chrome inserts and fog lamps.

Eighteen-inch chrome wheels are an optional feature on Dodge Caliber R/T models equipped with all-wheel drive, beyond those options offered on the Caliber SE and SXT models.

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