

Contact: Bryan Zvibleman

Rick Deneau

The Dodge Barrage Continues in 2007

Chrysler Group's Best-Selling Brand Goes Global

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With nine new vehicles launched in just two years, Dodge, the Chrysler Group's best-selling brand, continues its product offensive in 2007.

"Whether we're talking cars, trucks, minivans or commercial vehicles, Dodge is bold, powerful, capable and street-smart," said Tom Loveless, Director – Dodge Marketing and Global Communications, Chrysler Group. "In every single segment in which we compete, our vehicles are edgy, in-your-face and loaded with affordable performance."

With 1.4 million vehicles sold globally in 2005, Dodge is the No. 5 nameplate in the U.S. automotive market. Overall, Dodge has a 7 percent market share in the United States. In the minivan market, Dodge has a 19 percent market share; in the truck market, 16 percent; and 4 percent of the car market.

In 2007, the Dodge showroom is loaded with new vehicles, including Charger, Caliber, Nitro, Ram Mega Cab, Ram 1500, Ram 3500 Chassis Cab, Caliber SRT4, Charger SRT8 and Viper SRT10 Coupe.

That thing gotta HEMI®? Probably.

In addition to offering a stable of head-turning new vehicles in 2007, Dodge continues to offer the HEMI engine, which continues to resonate with Dodge consumers.

"Nearly 50 percent of all Dodge vehicles peel out of our showrooms with a HEMI under the hood," said Loveless. "The HEMI has essentially become a brand within our brand."

Dodge Goes Global

In 2005, Dodge sold 10,722 units outside North America, an increase of 19 percent from 2004.

In 2007, Dodge continues to expand into international markets. More than 90 percent of Chrysler Group dealers in Western Europe will distribute and sell Dodge vehicles.

Last year, Dodge Caliber paved the way for international expansion. Hot on the heels of Caliber are the all-new 2007 Dodge Nitro, Caliber SRT4 and a D-segment vehicle.

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