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All-new 2007 Dodge Nitro Ignites the Mid-Size SUV Segment

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Dodge brings its “Grab Life by the Horns” attitude to the mid-size sport-utility vehicle (SUV) segment with the introduction of the all-new 2007 Dodge Nitro. The five-passenger Nitro features bold, aggressive styling with performance to match. The Dodge Nitro is designed and engineered to ignite a segment characterized by bland, mild-mannered entries. This is the first mid-size SUV for the Dodge brand and complements its lineup of cars, minivans, trucks, commercial vehicles and a full-size SUV.

“The Dodge Nitro’s styling delivers something extra, that little something mid-size buyers are still searching for — attitude,” said George Murphy, Senior Vice President — Global Marketing, Chrysler Group. “The Dodge Nitro offers many features not found in a typical mid-size SUV, such as two V-6 engines, 20-inch chrome-clad aluminum wheels and tires, and a performance suspension.”

The Dodge Nitro offers all the mid-size SUV must-haves: space, functionality and flexibility. Nitro’s fold-flat, first-row passenger seat and second-row seats offer a variety of loading options. Also new is the LOAD ‘N GO™ cargo floor, which slides 18 inches rearward for easy loading and unloading and holds up to 400 pounds. With optional heated leather seats, a DVD-based navigation system, cutting-edge entertainment system options, and a long list of standard safety and security features, the Dodge Nitro spices up the mid-size SUV recipe.

View a streaming video demonstration of LOAD ’N GO™ at
http://www.dcxmediaservices.com/videoptrs/wms/dctv/MEDIA/2006/sep/nitroload.wvx

“WHAT’S NEW FOR 2007”

New Models

- The all-new Dodge Nitro is available in three models: Dodge Nitro SXT, Dodge Nitro SLT and Dodge Nitro R/T, differentiated by powertrain selections, features and option selections

Exterior

- Dodge Nitro is available in eight new colors: Black Clear Coat, Bright Silver Metallic Clear Coat, Electric Blue Pearl Coat, Inferno Red Crystal Pearl Coat, Stone White Clear Coat, Sunburst Orange, Pearl Coat, Light Khaki Metallic Clear Coat
- Muscular hood and large crosshair grille
- Tough, strong, capable appearance with deep body sections and high beltline
- Wheels-to-the-corners stance
- Large halogen headlamps
- Molded-in-color Dark Slate fascias and fender flares — SXT
- Body-color fascias and fender flares — SLT and R/T
- Standard chrome grille — SXT and SLT– or body color with bright billets — R/T
- Fascia-mounted fog lamps
- Roof rack with optional cross rails
- Liftgate with standard wiper and washer

Interior

- 488.2 cu. in. (10L) of storage space
- Cargo capacity of 32.1 cu. ft. with rear seat up, 65.2 cu. ft. with rear seats folded
- Maximum cargo volume of 75.6 cu. ft.

- LOAD ‘N GO™ slide-out cargo load floor — SLT and R/T
- Six cargo tie-down loops
- YES Essentials® Stain resistant, odor resistant, anti-static seat fabric — SLT and R/T
- Standard AM/FM stereo with single CD radio MP3/WMA auxiliary jack
- Optional AM/FM stereo with six-disc CD/DVD audio capability MP3/WMA auxiliary jack radio
- Optional MyGIG® Multimedia Infotainment System with AM/FM stereo with CD/DVD/MP3 and full-screen touch screen navigation radio
- Optional AM/FM stereo with CD/DVD full-screen navigation radio
- Six-speaker sound system — standard
- Infinity® Premium Audio System with eight speakers plus sub-woofer — optional R/T, standard SLT G Package
- Optional rear-seat DVD entertainment system with folding headsets
- Optional SIRIUS Satellite Radio
- 115-volt AC inverter outlet
- 12-volt auxiliary power outlets [one in the IP and the other in the cargo area]
- Optional power sunroof
- Optional UConnect® Hands-free Communication System
- Driver’s six-way power seat — SLT and R/T
- Optional heated leather seats — SLT and R/T
- Reclining 60/40 split-folding rear seat
- R/T logo embossed on front seats, accent stitching on R/T front and rear seats
- Electronic Vehicle Information Center — SLT and R/T
- Power windows, locks, mirrors
- Remote keyless entry
- Compass, temperature readout — optional Nitro SXT; standard SLT, R/T
- HomeLink universal garage door opener — optional Nitro SXT; standard SLT, R/T
- Automatic dimming rearview mirror
- Tire Pressure Monitoring warning lamp — standard SXT
- Tire Pressure Monitoring display — standard on SLT and R/T
- Speed control — optional SXT, standard SLT and R/T
- Air conditioning
- Illuminated entry
- Standard floor mats

Powertrain / Chassis

- Standard 3.7-liter SOHC 12-valve V-6 engine with Electronic Throttle Control
- Optional 4.0-liter SOHC 24-valve V-6 engine with Electronic Throttle Control
- Rear-wheel drive and four-wheel-drive models
- Part-time four-wheel drive
- Standard six-speed manual transmission with 3.7-liter engine V-6
- Optional four-speed automatic transmission with 3.7-liter engine V-6
- Standard five-speed automatic transmission with 4.0-liter V-6
- Optional remote start
- New Short- and Long-Arm (SLA) front suspension
- New five-link rear suspension
- Power-assisted rack and pinion steering
- 16-inch full-face steel wheels — Nitro SXT
- 16-inch aluminum wheels — optional Nitro SXT
- 17-inch cast-aluminum wheels — optional Nitro SXT, standard SLT
- 17-inch chrome-clad cast-aluminum wheels — optional SLT
- 20-inch chrome-clad aluminum wheels — standard R/T, optional SLT
- P225/75R16 all-season tires — standard Nitro SXT
- P235/65R17 outline white letter tires — optional Nitro SXT and SLT
- P235/65R17 vertically serrated band tires — standard SLT
- P245/50R20, all-season, black sidewall tires — optional SLT, standard R/T

- Standard four-wheel disc brakes
- 19.5-gallon (73.8-liter) fuel tank
- Optional Class III trailer hitch

Safety & Security

- Advanced multi-stage front air bags
- Supplemental side air bags, inflatable curtains with extended up time
- BeltAlert
- Lower Anchors and Tethers for Children (LATCH)
- Automatic locking retractors
- Pretensioners and load-limiting retractors for front seat belts
- Electronic Stability Program (ESP), includes Brake Assist
- All-speed traction control
- Electronic Roll Mitigation (ERM)
- Energy-absorbing steering wheel and steering column
- Four-wheel disc anti-lock brake system
- Tire Pressure Monitoring (TPM)
- Structural safety cage
- Side guard door beams, front and rear
- Unique front fascia to support pedestrian protection
- Enhanced rear structure and mid-mounted fuel tank
- Driver and passenger side power windows with express up, express down and anti-pinch protection — SLT and R/T
- Vehicle theft security alarm — Optional SLT and R/T
- Sentry Key® Engine Immobilizer

Packages

- Smoker's Group — Removable ashtray and cigar lighter
- Trailer Tow Group — Heavy-duty engine cooling, power steering cooler, Class III receiver hitch, 4-pin connector wiring, full-size spare tire
- R/T Group — Body-color sill appliqué, body color with chrome accent grille, front air dam, R/T badge, two-tone cloth seats with logo
- 4.0-liter V-6 SOHC Engine — 20" x 7.5" aluminum chrome-clad wheels, 24550R20 VSB AS Performance Tires, performance suspension
- AM/FM/CD/MP3 Navigation Radio — Rear-view auto-dim mirror with microphone, SIRIUS Satellite Radio (next generation), UConnect Hands-free Communication System
- Rear-Seat Video System — Gaming system, wireless headphones

DESIGN

Trevor Creed, Senior Vice President – Design, Chrysler Group: "Dodge Nitro's design characteristics are unlike those of any mid-size SUV on the road today, making it attractive to customers seeking bold style, sporty performance and maximum cargo flexibility."

When creating the first Dodge mid-size SUV, Dodge designers wanted to do more than capture the spirit of the Dodge brand; they wanted to ignite the mid-size SUV segment.

To achieve a bold appearance unlike anything in Nitro's segment, the designers introduced elements and themes that are strong and confident. The result is the unmistakable Dodge Nitro with its purposeful, capable and assertive stance. The Nitro comes in three models: Dodge Nitro SXT, Dodge Nitro SLT and Dodge Nitro R/T.

Basic to every Dodge vehicle is the bold crosshair grille, which is just one of many design elements that define the cool persona and tough attitude of Dodge Nitro. The grille – body color on the Dodge Nitro R/T and chrome on the Dodge Nitro SXT and Dodge Nitro SLT — is emblazoned with a hefty, three-dimensional ram's head. Jewel-like rectangular headlamps prominently wrap the corners of the vehicle, and a clamshell hood with strong character lines completes the front end.

The side of the vehicle features a deep body section and high beltline, which add to the vehicle's confident appearance. Chromed vents positioned on each front fender complement the vehicle's modern design and flair. Short front and rear overhangs, not typical of a mid-size SUV, contribute to the vehicle's forceful expression. Wheels pushed to the corners, with powerful-looking wheel arches, convey Nitro's confident stance. Standard on the Dodge Nitro R/T and optional on the Dodge Nitro SLT are 20-inch chrome-clad aluminum wheels and tires.

The interior of the five-passenger Dodge Nitro is spacious, functional and flexible for people and cargo. The headliner is shrink-wrapped to allow maximum headroom, and there is plenty of legroom for first- and second-row passengers.

The Dodge Nitro SLT and Dodge Nitro R/T receive chrome detail on the steering wheel, instrument cluster, center console, HVAC (heating, ventilation and air conditioning) controls and door handles. The gear shifter and control buttons are substantial in size and bold by design.

The Dodge Nitro has a fold-flat front-passenger seat, as well as fold-flat second-row seats. Second-row seats recline for added passenger comfort. Standard on the Dodge Nitro SLT and Dodge Nitro R/T is the LOAD 'N GO cargo floor, which slides 18 inches rearward for easy and convenient loading and unloading of packages. The LOAD 'N GO cargo floor can hold up to 400 pounds and is made of a heavy-duty plastic for easy cleaning. Standard on the Dodge Nitro SXT is a reversible load floor.

ENGINEERING

Craig Love, Vice President – Rear-Wheel Drive Product Team: "The Dodge Nitro redefines the mid-size SUV driving experience, whether customers are looking for sporty performance or dynamic ride and handling, the all-new 2007 Dodge Nitro delivers."

Two Powerful Engines

4.0-liter SOHC V-6
The performance-oriented, 4.0-liter, single-overhead-cam (SOHC) V-6 engine is designed to provide the power and torque required to make the Dodge Nitro R/T a leader in the mid-size SUV segment. The engine delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm. It is an enhanced version of the 3.5-liter engine used in prior Chrysler Group vehicles. The 4.0-liter SOHC V-6 engine provides more power and torque than the prior 3.5-liter, with emphasis on low- and mid-range operation to meet the needs of the day-to-day driver.

The 4.0-liter engine is standard on the Dodge Nitro R/T model.

3.7-liter SOHC V-6
The 3.7-liter SOHC V-6 engine provides the 2007 Dodge Nitro with a standard engine that is efficient, durable and smooth. It produces 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (319 N•m) of torque @ 4,000 rpm. Refinements in the valve train and combustion chamber, working together as a system, enhance low-speed torque while providing a smooth idle and minimal engine noise. A sophisticated Electronic Throttle Control system tailors throttle response to pedal movement based on operating conditions, and maintains a consistent vehicle speed on rolling grades when cruise control is active. Also new on the 3.7-liter engine for 2007 is an exhaust gas recirculation valve, which helps increase fuel economy.

The 3.7-liter V-6 is standard on the Dodge Nitro SXT and Dodge Nitro SLT models.

For key diesel markets outside North America, the Dodge Nitro will be offered with a diesel engine in 2007.

All-New Suspension Systems
The Dodge Nitro features an all-new coil-spring independent front suspension and an all-new five-link, coil-spring rear suspension. The independent front suspension gives the driver an optimum combination of ride, handling and steering, providing a greater sense of control and precision. The solid five-link rear suspension, including upper and lower trailing links and track bar, provides higher lateral stiffness for vehicle responsiveness and outstanding handling. Ample suspension wheel travel is provided to maintain consistent ride quality, especially when the vehicle is loaded or towing a trailer.

Performance-oriented drivers will want the new performance suspension offered on the Dodge Nitro R/T and SLT models. Here the emphasis is on responsive, fun-to-drive handling accompanied by a firm ride. This system features a revised sway bar, springs, shocks, bushings, and 20-inch tires and wheels for improved cornering and increased

traction.

Dodge Nitro SXT features a sport suspension that delivers responsive handling with a comfortable ride. This tuning offers a strong balance between ride comfort and nimble, confidence-inspiring handling. The sport suspension will appeal to a cross section of buyers looking for comfort and solid on-road performance.

Effort, feel and response on the Nitro's rack-and-pinion steering system are tuned for each available suspension and give the driver precise control and positive feedback from the steering force exerted by the tires. The steering linkage design allows for a tighter turning circle.

Choice of Three Transmissions
Three transmissions are offered on the Dodge Nitro: a six-speed manual, a four-speed automatic and a five-speed automatic.

The six-speed manual transmission is standard on the Dodge Nitro SXT 4x2 and 4x4 models with the 3.7-liter V-6 engine. The transmission provides optimal shift quality and improved quietness. The four-speed automatic transmission is optional on the Dodge Nitro SXT and standard on the Dodge Nitro SLT. Line pressure within the transmission is based on demand for improved fuel efficiency. To complete the unique Dodge Nitro R/T powertrain, a five-speed automatic transmission is mated to the 4.0-liter V-6 engine. The five-speed transmission features Electronic Range Select driver-interactive shift control.

Part-Time and Full-Time Four-Wheel-Drive Systems
The Dodge Nitro 4x4 features a part-time and full-time four-wheel-drive system. A full-time four-wheel drive system, ideal for inclement weather or unpaved roads, will be standard on 4X4 vehicles equipped with automatice transmissions in the U.S. A part-time four-wheel drive system will be standard on 4X4 vehicles equipped with the manual transmission.

Exceptional Braking Capability
Four-wheel-disc, anti-lock brakes (ABS) are standard on the Dodge Nitro. The vehicle's larger rotors contribute to excellent stopping and handling capability. All-speed traction control is standard on the Dodge Nitro and is engineered to transfer torque from one wheel to another on the same axle when wheel slip conditions are detected.

Also standard on the Dodge Nitro is the Electronic Stability Program (ESP), which aids the driver in maintaining vehicle directional stability in severe maneuvers on any type of surface. Using signals from sensors throughout the vehicle, ESP determines the appropriate brake and throttle adjustments.

PRODUCT HIGHLIGHTS

The Dodge Nitro's bold, powerful, street-smart design statement will ignite the mid-size SUV segment, which is typically characterized by conservative styling

- Dodge Nitro's design is unlike any mid-size SUV on the road today. The Dodge Nitro's bold styling and aggressive stance are what make the vehicle stand out in a crowd
- Signature Dodge crosshair grille, deep body section, high beltline and strong wheel forms add to the vehicle's confidence
- It has attitude

Dodge Nitro is the first mid-size SUV for Dodge — complementing the brand's lineup of passenger cars, minivans, trucks, commercial vehicles and a full-size SUV

- Being the first mid-size SUV for the brand, Dodge Nitro personifies the bold, powerful and street-smart attitude of Dodge
- The Dodge Nitro continues the brand's history of creating game-changing products and features

The five-passenger Dodge Nitro is designed to attract a customer seeking distinctive style, sporty performance and cargo flexibility

- The interior of the five-passenger Nitro is spacious, functional and flexible for people and cargo
- The Dodge Nitro has innovative cargo-seating flexibility and seats five passengers comfortably. The vehicle offers fold-flat front-passenger and second-row seats. Second-row seats recline for added

passenger comfort

- Two cargo floors — a reversible load floor standard on Dodge Nitro SXT and a LOAD 'N GO cargo floor standard on Dodge Nitro SLT and Dodge Nitro R/T
- The Dodge Nitro offers three models — Nitro SXT, Nitro SLT and Nitro R/T
- The Dodge Nitro R/T — with the 4.0-liter SOHC V-6 engine, performance suspension and 20-inch chrome-clad aluminum wheels and performance tires — redefines the mid-size SUV driving experience
- Options include MyGIG® Multimedia Infotainment System, which is a DVD-based navigation system with traffic data update that allows you to download up to 1,600 songs and photos, rear-seat DVD entertainment system, AM/FM/six-discCD/DVD/MP3 audio with premium speakers and a subwoofer, remote start, UConnect, and SIRIUS Satellite Radio

Excellent acceleration, braking and handling

- All-new performance suspension for improved cornering and increased traction, and all-new independent front and five-link rear suspensions
- Standard all-speed traction control
- Two V-6 engine offerings:
    - New 4.0-liter SOHC V-6 delivers 260 hp (194 kW) @ 6,000 rpm and 265 lb.-ft. (359 N•m) of torque @ 4,200 rpm
    - 3.7-liter SOHC V-6 delivers 210 hp (157 kW) @ 5,200 rpm and 235 lb.-ft. (360 N•m) of torque @ 4,200 rpm
- Standard safety and security features include ABS, ESP, Electronic Roll Mitigation and side-curtain air bags

Dodge Nitro is designed to expand the Dodge brand's presence in international markets

- Chrysler Group previously announced that the Dodge brand will expand to Europe and volume markets overseas, and the Dodge Nitro will be part of that expansion
- The vehicle will be available in markets outside North America in left-hand and in right-hand drive the first quarter of 2007
- The Dodge Nitro's front fascia, rear fascia, taillamps and headlamps are designed to meet international requirements
- For key diesel markets outside North America, the Dodge Nitro will be offered with a diesel engine in 2007

MODEL LINEUP

2007 Dodge Nitro SXT

Standard Features

- 3.7-liter SOHC V-6 engine
- Six-speed manual transmission
- Chrome grille
- 16-inch steel wheels
- P225/75R16 all-season BSW tires
- ABS
- ESP with Electronic Roll Mitigation
- All-speed traction control
- Sport suspension
- Tire Pressure Monitor
- Roof rack side rails
- Low-back, two-toned 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

Optional Features

- Four-speed automatic transmission
- Full-time four-wheel drive
- 17-inch aluminum wheels
- P235/65R17 OWL all-terrain tires
- Full-size spare tire
- Engine block heater
- Running boards
- Leather-wrap steering wheel with speed control
- UConnect
- SIRIUS Satellite Radio
- Trailer tow package
- Deep tint glass
- Fog lamps
- Sun roof
- Compass/temperature display
- HomeLink universal garage door opener
- AM/FM/six-disc CD/MP3 with DVD audio

2007 Dodge Nitro SLT

Standard Features

In addition to standard features on the Dodge Nitro SXT, the SLT model includes:

- Body-color fender flares and fascias
- P235/65R17 VSB 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 and heated, folding exterior mirrors
- Leather-wrapped steering wheel with remote audio controls
- Chrome interior accents on door handles, HVAC and center stack
- SIRIUS Satellite Radio

Optional Features

- 17-inch chrome-clad aluminum wheels
- 20-inch chrome-clad aluminum wheels and tires with performance suspension
- Rear DVD entertainment system
- Touch-screen, DVD-based navigation system with traffic data update
- Nine premium speakers, including subwoofer
- Remote start
- Leather, heated seats

2007 Dodge Nitro R/T

Standard Features

In addition to standard features on the Dodge Nitro SLT, the R/T model includes:

- 4.0-liter SOHC V-6 engine
- Five-speed automatic transmission
- Performance suspension
- 20-inch chrome-clad aluminum wheels
- P245/50R20 VSB performance tires

- Body-color grille with bright billets
- Body-color air dam and sill molding
- R/T logo on the front seats with stitching
- SIRIUS Satellite Radio

Optional Features

- Two-tone seats with red-colored inserts
- Monochrome Dark Slate leather, heated seats

SAFETY AND SECURITY EQUIPMENT

Please refer to the Safety Glossary for descriptions of the following available features:

- Advanced Multi-stage Driver and Front-passenger Air Bags
- Advanced Anti-lock Brake System
- All-speed Traction Control System
- Beltalert
- Child Anchor Seat System - Latch
- Child-protection Rear Door Locks
- Load-limiting Seat Belt Retractors
- Brake Assist
- Energy-absorbing Steering Wheel and Column
- Electronic Stability Program
- Electronic Roll Mitigation
- Enhanced Accident Response System
- Four-wheel Disc Brakes
- Head Restraints in all Outboard Seating Positions
- Height-adjustable Front Seat Belts
- Knee Bolsters
- Occupant Classification System
- Remote Keyless Entry
- Sentry Key
- Seat Belt Pretensioners
- Supplemental Side-curtain Air Bags in First and Second Rows
- Three-point Belts in all Seating Positions
- Tire Pressure Monitor Warning Signal and Tire Pressure Display
- Uconnect Hands-free Communication

COLOR AVAILABILITY

- Black Clear Coat
- Bright Silver Metallic Clear Coat
- Electric Blue Pearl Coat
- Inferno Red Crystal Pearl Coat
- Light Khaki Metallic Clear Coat (except R/T)
- Stone White Clear Coat
- Sunburst Orange Pearl Coat

MANUFACTURING INFORMATION

- 2007 model year production start: August 2006
- Production location: Toledo North Assembly Plant in Toledo, Ohio
- 3.7-liter SOHC V-6 engine: Mack Avenue Engine Complex in Detroit
- 4.0-liter SOHC V-6 engine: Trenton Engine in Trenton, Mich.
- Six-speed manual transmission (NSG 370): Stuttgart Transmission Plant in Stuttgart, Germany
- Four-speed automatic transmission (42RLE): Kokomo Transmission Plant in Kokomo, Ind.
- Five-speed automatic transmission (W5A580): Indiana Transmission Plant II in Kokomo, Ind.

MARKETING POSITION

In a mid-size SUV segment dominated by bland, feminized designs, Nitro breaks the rules with a strong and imposing yet urbane style, uniquely asserting confidence and capability to which men aspire and women appreciate.

Demographics

- Gender: 55 percent male/45 percent female
- Age: 25-45
- Median Annual Household Income: $60,000
- Education: 45 percent with undergraduate/graduate degrees
- Household: 55 percent married/young families/couples

MARKET ADVANTAGES

- Strong, distinctive styling
- Sporty performance
- People and cargo flexibility

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