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## **2007 Dodge Magnum: Market Position and Advantages**

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### **MARKET POSITION**

The 2007 Dodge Magnum is a stylish alternative for consumers who want the comfort and performance of a car plus the capability and image of an SUV without sacrificing everyday functionality. The Dodge Magnum combines a high-performance, technically advanced driving machine with versatility and capability in a stylish package. Nothing else is like a Dodge Magnum.

Magnum targets men ages 30-45, middle- to upper-middle-class, who are former sedan or SUV owners looking for something new and exciting that allows them to express their youthful and adventurous side but still serves their need for a functional vehicle.

### **TARGET DEMOGRAPHICS**

- Gender: 65 percent male
- Age: 30-45
- Median Annual Household Income: \$75,000
- Education: 40 percent college graduates
- Household: 75 percent married
- Occupation: mix of mid-level white-collar workers, skilled tradespeople, and traditional blue-collar workers in high-paying professions

### **MARKET ADVANTAGES**

- 2007 Dodge Magnum continues to thrill customers as one of the hippest vehicles on the road, offering a bold, unique profile; exceptional versatility; optional HEMI power; and rear-wheel and all-wheel-drive performance
- Unmistakable bold Dodge styling, dramatic body-to-glass proportions, a high beltline and a tapered roofline make Dodge Magnum unlike any other vehicle on the road
- Proven technology such as ESP, all-speed TCS and four-wheel ABS are available to provide exceptional ride and handling in the 2007 Dodge Magnum
- The all-wheel-drive Dodge Magnum SXT and R/T models provide excellent cornering balance under all driving conditions and improved traction in snow and wet-weather conditions
- 5.7-liter HEMI V-8 engine features MDS – improving fuel economy as much as 20 percent but not at the expense of vehicle performance. The 2007 HEMI-powered Dodge Magnum R/T can go 0-60 mph in 6.3 seconds
- Exceptional towing capacity of 3,800 lbs. (when properly equipped)
- Dodge Magnum's extreme-access rear liftgate opens straight up instead of swinging out, to provide an unusually large cargo opening for flexible, useful space

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